...DAY 19, 1945 PRICE 15 CENTS

BROAD...STING

The Weekly ...of Radio

Broadcast Adv...

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DETROIT

More people were attracted to WOR's

stylized morning programming*

month after month during 1944, than were attracted to the morning programming of any other New York station.

In fact, more people listened to WOR's morning programs from August to December 1944, than listened to the morning programs of any other New York station.

—that power-full station **WOR**

★ *Shows skillfully slanted from 8:00 A.M. to 12 noon to appeal to the program tastes of the majority of 18,000,000 people in one of the greatest listening areas on the Eastern Seaboard.*

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

XUM

Chick Hurt, Jack Taylor, Smokey Lohman, Alan Crockett, the four Prairie Ramblers. The Ramblers started on WLS in 1931; their songs and music are as familiar as they are welcome throughout our four states.

The VOICE of a FRIEND

with the Confidence long-time Friendships give

1929 marked Hal O'Halloran's first announcing with WLS. Naturally, he's an old friend to our listeners and especially to the youngsters, his favorites.

IN ADDITION to the pure entertainment value of Hal O'Halloran's hearty "Hello", his songs and friendly jokes; and the instrumental genius, vocalizing and comedy of the Prairie Ramblers is the *plus* value of their long years with WLS listeners; their hundreds and hundreds of personal appearances. Midwest America has been hearing Hal O'Halloran since 1929, the Ramblers since 1931, so it's only natural our listeners should look on these folks not only as entertainers, but as *old friends* as well.

That's the way it goes all day and every day on WLS. Announcers, comedians, singers, musicians, newsmen—they're *all* accepted as *friends* in the listening homes of our four-state area. Which makes WLS itself *The Voice of a Friend*. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS — the Voice of a Friend in Midwest Amercia.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGL

Yankee's "Good Neighbor" Policy Creates *ACCEPTANCE*

Another winter — more time at home for Yankee listeners.

They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network's "Good Neighbor" policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England's great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these "Good Neighbor" stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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Results in Omaha!

MERCHANDISE BY MAIL

KOIL
Omaha, Nebr.

Dear Mr. Gray—

Response to our 'Merchandise by Mail' campaign, currently running on our "Reveille Time," has been gratifying—far exceeding all expectations.

The script for this program, aired Monday through Friday at 6:45 a. m., as written by your Continuity Department, is very effective. It is our intention to continue with this 'Merchandise by Mail' copy in the future

The Fair,
A. H. Goldenberg, Mgr.

VIA KOIL

Better than any other index of a station's influence is its record of results for 'Merchandise by Mail' clients. In Omaha, direct results for this type of advertiser put KOIL in the spotlight. KOIL gets results in Omaha.

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS . . . 1290 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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Editor and Publisher

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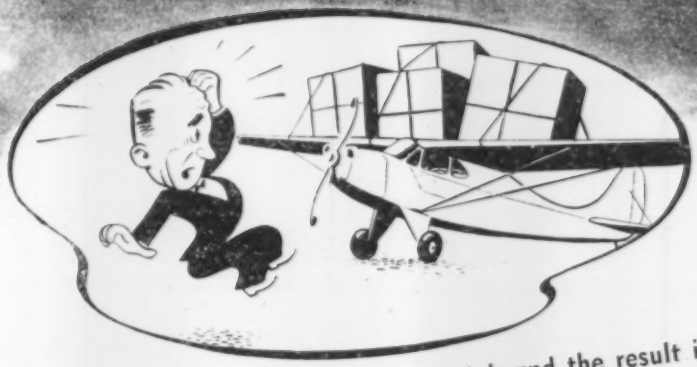
POWER



★ Harness the POWER designed for your job and the result is peak efficiency . . . from the smallest motor to the mighty giant developing thousands of horsepower, the answer is the same. Here, in the Ark-La-Tex area, there is a market with the POWER to buy your products and KWKH with its 50,000 watts dominates this area—"The Selling Power in the Buying Market."

"THE SELLING POWER IN THE BUYING MARKET"

Represented by The Branham Co.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

All this AND COLUMBIA TOO

THE diversified nature of CFRB's far-flung audiences necessitates an unusually wide variety of programs designed to please the greatest number of people. Intelligent handling of this problem has been the prime factor in keeping this station at the top of the list in listeners' hearts and minds.

Broadcast schedules are carefully arranged to appeal to all sorts and sizes of listeners, with equal stress placed on ALL phases of broadcasting—news, service, time and weather bulletins, fine local programs, PLUS the wealth of entertainment and enlightenment of the Columbia Broadcasting System.

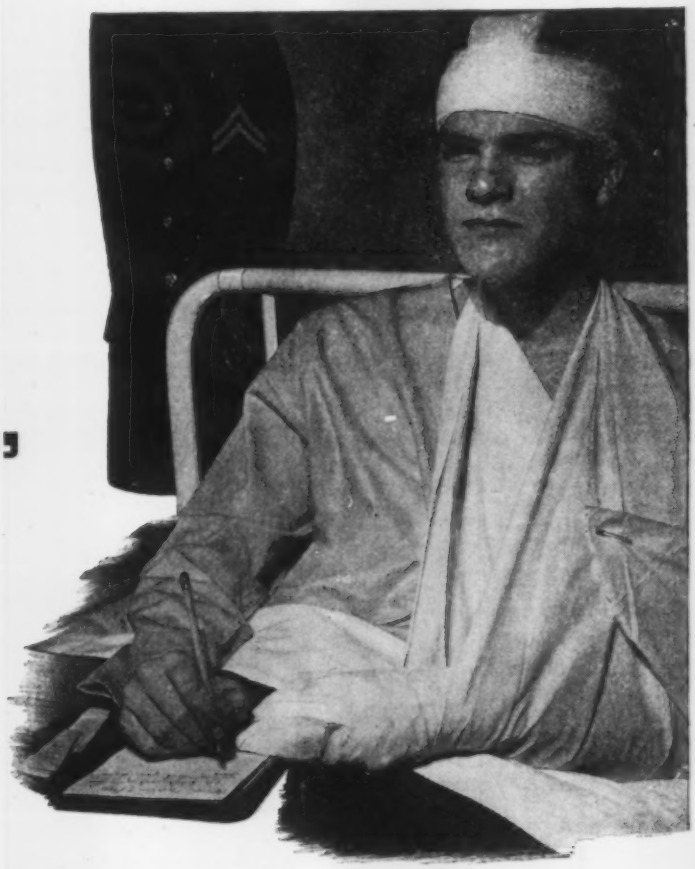
Your spot broadcast is in good company on station CFRB.

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONT

XUM

"HOBBY THERAPY"

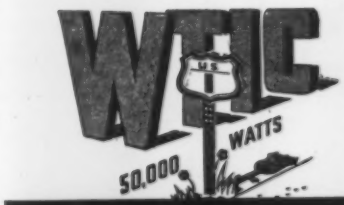


Photograph Courtesy Merck & Co., Inc.

"HOBBY THERAPY" is probably the best description one can give to the fine work being done by Mrs. A. Sherman Hitchcock on her weekly WTIC broadcast, "How To Enter Contests And Win." Beginning nearly five years ago, the program was designed and has been very successful in helping WTIC listeners win prizes in national contests. The war, and particularly the great increase in the number of hospitalized veterans, gave enterprising Mrs. Hitchcock another idea. She is now encouraging her listeners to interest convalescing service men in contesting as a hobby for creating mental stimulation and serenity of mind. From all reports, the plan has met with heartening success, and has inspired some very generous praise from physicians.

These war veterans are now discovering what thousands of Southern New Englanders already know—Mrs. Hitchcock's "Contest Club Of The Air" gets them in on the "pay-off." Prizes awarded to her followers range from $25 War Bonds to a mink coat, airplane, and a check for $10,000. Results like that make contest activities profitable as well as pleasurable.

WTIC's role in this worth-while undertaking is, perhaps, an unusual one for a radio station to assume, but we believe that our continuing interest in the health, happiness, and well-being of our community of listeners is more than reciprocated by their loyalty to us—and to you who use our facilities.



DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation

Member of NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

Paul Revere told it from horseback

. . . and his coverage was limited by the range of his voice and the choice of his medium.

But Radio Station

WFLA

serving the Tampa-St. Petersburg area,

reaches instantly a wealth of buying power, day and night—all through the Tampa-St. Petersburg area—a rich, abundant market comprising a large part of Florida's purchasing power! You can "spot" this rich market thoroughly and economically with station WFLA--the most-listened-to station in the Tampa trade area.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO

At Deadline

MAXON Inc. has been selected as agency for the Ford Dealer's Assn. of the company's "A" sales region. Agency will handle all radio, outdoor, and newspaper advertising for Ford dealers in Michigan, Ohio, Indiana, Kentucky and most of Tennessee and West Virginia. Work will be serviced through the Ford factory in Dearborn, and in Cleveland, Louisville, Indianapolis and Cincinnati.

BLUE Network is negotiating a deal with Orson Welles for a weekly quarter-hour program based on Mr. Welles' syndicated newspaper column, "Orson Welles Almanac".

THE *Wishing Well*, program sponsored by Carson Pirie Scott department store on WBBM and WGN Chicago, featuring Mary Paxton, will be syndicated to stores by Associated Radio Artists, Chicago.

PUBLICATION of a daily radio column written by Larry Wolters, radio editor, was resumed Feb. 17 by the *Chicago Tribune*. The column was dropped about a year ago.

JOSEPH A. McDONALD, general attorney of the Blue Network, was elected to the board of directors of BMI as representative of the Blue at the regular board meeting of the industry music organization last Friday. He succeeds Robert Swezey, former Blue counsel now vice-president of MBS.

REVERSING its former decision to drop all-night operation, WJZ, Blue Network key station in New York, on Feb. 18 started a new 1-6 a.m. series with Stan Shaw as m.c. Monday through Friday and Tom Reddy Saturday and Sunday.

SELLERS of SALES

IN THE CAPABLE hands of Kay Brown, attractive brunette is placement of $4,000,000 worth of network and spot radio time. Under her supervision is the timebuying for such accounts as General Foods Corp. (Postum); International Silver Co.; Bristol-Myers; Johnson & Johnson and Cummer Co. division of Sterling Drug (Energine).

Young & Rubicam, alert to the sales potential in television, has also delegated to her the job of arranging television station facilities for some of the Y&R clients. Kay placed the *Fashions—Coming & Becoming* quarter-hour program sponsored by the Sanforized division of Cluett, Peabody & Co., Troy, on WABD New York every other week. Other programs of various Y&R clients are expected to follow.

KAY

A major in economics at Pembroke U.—the distaff side of Brown U., Kay joined the statistical and research staff of Hearst International in New York following her graduation in 1936. There she did readership and advertising surveys for Hearst magazines.

Comparatively easy was the transition from the media side of advertising into the agency field. In 1937 she joined Young & Rubicam as secretary to Carlos Franco, associate radio director and chief timebuyer, doing much of the estimating work on timebuying. As the timebuying activities of Y&R expanded under Mr. Franco's direction, Miss Brown stepped up into the ranks as a full-fledged timebuyer.

Poised, intelligently alert, with a subdued sense of humor, Kay works with efficient ease. During her seven years with Y&R the medium has developed into maturity in the eyes of the agency executives. The disorganized idea men of the late 30s, Kay observes, gradually found their radio metier and developed successful programming formulas. The timebuying became streamlined and scientific. The radio departments were lifted from their stepchild status to a par with other media. Radio, from the agency standpoint, has indeed become of age.

A native of Providence, Kay is a confirmed Manhattanite. She lives in Greenwich Village with her five-year-old son, Peter. On the musical side, Kay is talented on the piano.

Cross-section of America

that's Washington, D.

Want a complete pict of America? All in one mark Then you'll take another l at the nation's capital.

Here in one market you get a nation-wide reaction whatever you have to s

If a sales slant will goods down here . . . it sell in San Diego . . . Atla . . . Boston . . . St. Louis Dallas, Texas.

If you want to test an id . . . and you plan to use ra . . . we offer you WWDC the big sales result, low c station in Washington, D. . . . the station that reac the cross-section of Ameri

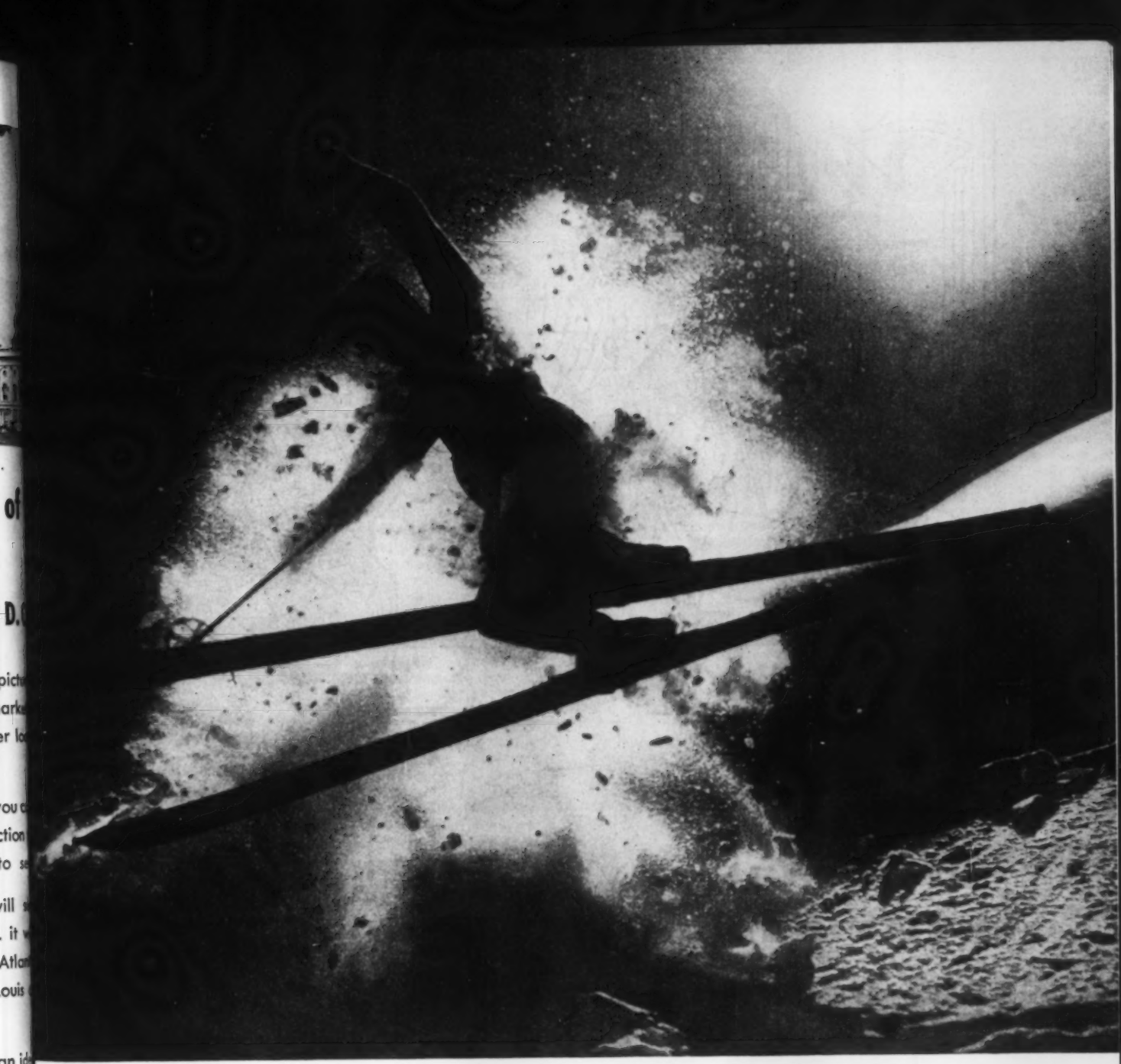
WWDC

the big sales result station in Washington, D.

Represented nationally by

WEED & COMPANY

XUM



PERFECT BALANCE
means a CONSTANT AUDIENCE

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

XUM

"Thistlewaite, you're a genius—spotty business does suggest spot broadcasting!"

● Some advertisers use spot broadcasting to bolster weak spots on their sales maps—others use it to push harder in territories where sales are booming.

Whatever *your* theory, spot broadcasting is certainly the perfect medium unless your national sales picture is one sweet dream of complete uniformity!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bl...* Main 5667

BROADCASTING
and
Broadcast Advertising

OL. 28, No. 8 WASHINGTON, D. C., FEBRUARY 19, 1945 $5.00 A YEAR—15c A COPY

FCC Ponders New Clear-Channel Policy

lay Act Before Conference At Rio

REVISED clear-channel policy, hich may bring new allocations inciples affecting all standard oadcast stations, is being consid- d by the FCC prior to the inter- erican radio and communica- ns conference to be held in Rio Janeiro June 1-2. This meeting to be held in preparation for the t world telecommunications con- rence, which is expected after -E day.

The mooted question of Class I-A ar channels and whether they uld be duplicated on a coastwise is or "broken down" entirely is vitably drawn into the picture. ith 10 applications now pending duplication and with many ers in process, awaiting only the ting of the war-imposed freeze ers, the FCC is understood to desirous of determining its pol- before considering applications their individual merits.

Hearing Possible

f a proceeding is decided upon, will be with relation to paragraph 5 of the FCC's Rules and Regu- ons covering clear-channel sta- ns. A hearing would be called, it presumed, on amendment of the e to determine whether there uld be fulltime duplication on or all of the existing 24 Class channels. The whole subject of ar-channel duplication has been cussed by the FCC at recent etings. Staff proposals on pos- le procedure are being explored. If a hearing is held (and one is arded as likely), it will be at a sonably early date, allowing suf- ent time to determine the policy Government will support. The stion of extending the North erican Regional Broadcast reement (NARBA) for another years in its present form al- dy has arisen, and the Rio con- ence would be a convenient place clear it.

If the determination is to alter NARBA allocations structure, ich became effective in 1941 for ve-year tenure, then notice could iven and the question discussed Rio. Any change in our alloca- ns structure would affect the NARBA agreement and would permit other signatory nations, such as Canada, Mexico and Cuba, to assign Class I-B (duplicated clear) and Class II stations on any clear channels which might be broken down.

At a rules hearing such as that now considered, it would be a question of reducing the issues to matters that would bear upon future allocation policy. Testimony would be invited on the desirability of duplicating channels. The Clear Channel Broadcasting Service, made up of individually-owned clear-channel stations, as in the past would fight any duplication proposals tooth and nail. It would stress the importance of rural and remote service, not now available to substantial areas.

The primary question would be, it appears, whether there is a need to duplicate channels to provide additional service, or whether that additional service would go only into metropolitan areas now adequately served. Also there would be the question whether East and West Coast duplication could be accomplished without interference of a character that would impair secondary service to outlying areas.

Effect of FM

Perhaps the most important transition in future standard broadcasting allocations will stem from the substantial development expected in FM. With upwards of 325 applications now pending for FM stations and with an estimated 1,500 applications expected the first year following the war, the need for duplicating clear channels and for providing additional standard facilities obviously would be greatly reduced.

FM proponents predict that FM stations in due course—perhaps five years—will take over a substantial portion of the urban coverage job. If that ensued, there would be ample standard facilities for clear-channel operation by standard stations. FM stations are not counted upon for great secondary coverage. Thus, there eventually would enter the prospect of licensing more rather than fewer clear-channel stations with substantial power to provide service in non-FM areas sparsely settled or otherwise economically unable to support stations of their own.

Rule 3.25 (a) sets forth the 24 clear channels in the I-A category on which only one Class I station may be assigned fulltime, but with one or more Class II stations operating limited time or daytime only. The Class I-A stations may not operate with a power of less than 50,000 w.

Other Applicants

Originally, there were 25 Class I-A channels under the Havana Treaty (NARBA), but the 850-kc channel was removed from the group when WHDH Boston was given a fulltime assignment on the frequency with 5,000 w, making KOA Denver a Class I-B station. Consequently, WJW Cleveland was given a fulltime assignment on the frequency with 5,000 w.

On the 770-kc channel, where WJZ New York, Blue Network key, is the dominant station, KOB Albuquerque now operates under a special service authorization. It is applying for regular assignment on the frequency, however. Also applying for such assignment on the same frequency are KXA Portland and KECA Hollywood, Blue Network-owned station. WEW St. Louis is applying for a special service authorization to operate fulltime on the frequency.

KOB originally was assigned to 1030 kc, on which WBZ-WBZA Boston-Springfield are the dominant stations on a synchronized basis. That channel, however, now is clear in view of KOB's shift to 770 kc.

Other pending applications for duplication on clear channel's are those of KTBS Shreveport on 640 kc; KOIN Portland on 660 kc; WKAT Miami Beach on 820 kc; KDYL Salt Lake City and KGA Spokane on 880 kc; WFCI Pawtucket, R. I. on 1200 kc, and KARM Fresno on 1030 kc, seeking the former assignment of KOB.

State Dept. Protests to Cuba Over Clear Channel 'Squatting'

OPERATION of Cuban stations on clear channels assigned to stations in this country, in contravention of the Havana Treaty (North American Regional Broadcasting Agreement), has resulted in protests from the State Dept. to the Cuban Government and a suggestion by Cuba that the Treaty provisions, which became effective in 1941, be revised.

'Squatting' on Channels

Two Chicago stations—WGN of the *Chicago Tribune* and WMAQ of NBC—for several months have been experiencing interference during certain nighttime hours because of the "squatting" of Cuban stations on their channels. CMKJ of Holguin has been operating on the WGN clear channel of 720 kc, while CMHQ of Santa Clara for several months has broadcast on WMAQ, 670 kc clear channel.

Last June 17, it was learned, the State Dept., following representations from the FCC, notified the Inter-American Radio Office (OIR) in Havana, clearing house and repository under the Havana Treaty, that the terms of NARBA were being violated through operation of Cuban stations on Class I-A clear channels in this country. On Nov. 15, following complaints from the stations, the FCC again brought the matter to the Department's attention and formal proceedings were instituted by the Telecommunications Division of the State Dept. through the American Embassy in Havana.

On Jan. 16, the Embassy notified the State Dept. that the Cuban Coordinator of War Communications had suggested that an agreement be entered into with this country on the use of I-A frequencies by Cuban stations. That, it is understood, is the present status of the conversations. The request that the Cuban stations suspend nighttime operation has not been complied with, presumably pending disposition of the Cuban suggestion for an "agreement".

In official quarters in Washington, such a proposal is regarded as out of line, since the Havana Treaty already specifies that there shall be

(*Continued on page 65*)

XUM

British Article Tells Radar Secrets

Development, Elements In Its Operation Revealed

SHROUDS of censorship which have kept from public gaze, and the enemy's, the full truth about the new wonder-weapon, Radar, have been pulled aside by the British publication, *Wireless World*.

In its February issue, the journal recounts the development of radio location and hitherto secret elements in its operation. It is revealed that:

1. Radar is effective to at least 35 miles.
2. Size of the object under observation can be measured to some extent.
3. First location maneuvers can be made by rotating the receiving aerial of the apparatus.
4. If a plane is under observation, its approximate elevation can be determined.
5. In actual observation, a "picture" or "graph" appears on a cathode-ray tube installed in the receiving equipment.
6. It is effective in observing stationary and moving targets.

Measures Transit Time

After reviewing the history of experimentation in the field, R. L. Smith-Rose of the National Physical Laboratory, author of the article, states: "A complete station consists of a combination of a transmitter and receiver. The transmitting or sending portion emits radiation over a broad arc in the approximate direction it is desired to explore. When this radiation strikes an object having an appreciable conductivity or dielectric constant, some of the energy is reflected or scattered back towards the receiver which is installed moderately close to the transmitter.

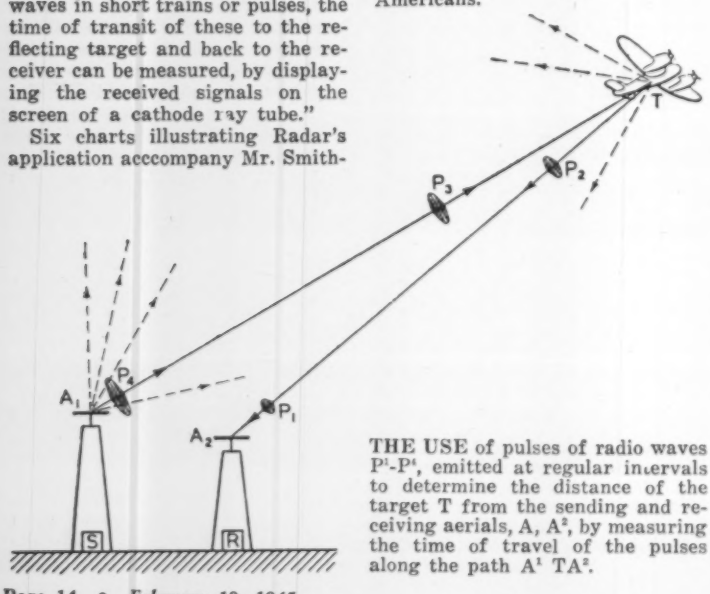
"If the latter emits the radio waves in short trains or pulses, the time of transit of these to the reflecting target and back to the receiver can be measured, by displaying the received signals on the screen of a cathode ray tube."

Six charts illustrating Radar's application accompany Mr. Smith-Rose's treatise. One purports to show the type of reflection seen on a cathod-ray tube screen when contact has been made with an object under observation. It is stated that an experienced observer may be able to guess the nature of the target from the echo pulse seen on the tube screen.

The article is preceded by an editor's note which states, in part: "For security reasons, *Wireless World* has hitherto been unable to publish the essential facts of RDF, Radiolocation or Radar—the various terms applied to the location of distant objects (more particularly, enemy aircraft), by wireless methods. It is now possible for the first time to describe the fundamental principles of the apparatus. . . ."

Wireless World offers this definition of the medium: "Radiolocation or Radar may be described as the art of using radio waves for the detection and location of an object, fixed or moving, by the aid of the difference of its electrical properties from those of the medium adjacent to or surrounding it."

It was reported in Washington that the War and Navy Depts. shortly would issue a joint release, with a two-week advance notice to all publications, possibly describing features of Radar contained in the British journal and, perhaps, offering further details. No confirmation of this report was forthcoming, although it was evident in inquiries made by BROADCASTING that many U. S. officers who have guarded the Radar secret throughout the war were chagrined that British censorship had permitted passage of the *World* article. Another report current in the Capital suggested that a new liberalization in the broad treatment of the whole subject of radio location was planned as a cooperative move between the British and Americans.



THE USE of pulses of radio waves P^1-P^4, emitted at regular intervals to determine the distance of the target T from the sending and receiving aerials, A, A^2, by measuring the time of travel of the pulses along the path A^1 TA^2.

TYPE OF ECHO display seen on screen of cathode-ray tube. The fluorescent spot sweeps along the time base OA in synchronism with the transmitted pulses. The received echoes from two targets are seen at a distance from O corresponding to the time taken for the pulses to travel to and from the targets T^1 and T^2. The time-base can be provided with a range scale as shown.

KSTP Capitulates To Petrillo Terms

THE SEVEN-MONTH long strike of musicians at the Minneapolis studios of KSTP was ended last Friday when Stanley Hubbard, owner of the station, capitulated to Petrillo demands which had been denied by the Sixth Regional War Labor Board. The station agreed to the $52.50 rate for a 22-hour week, retention of a quota system calling for a minimum of eight staff musicians, and employment of musicians exclusively for platter turners.

Mr. Hubbard announced that he had no alternative but to surrender because "it has been made quite clear to us that the Government is unable to assist us". He declared that "Petrillo has demonstrated to the world that he has more power" than all of the government agencies through which KSTP had sought recourse to arbitrate the dispute. "The remedy," he said, "lies in the hands of the legislative branch of our Government and that is where immediate relief should be worked out".

"As long as matters are as they are at present," he explained, "we have no alternative but to at least temporarily accept this situation. We, therefore, have capitulated and accepted Petrillo's terms . . . acceding to his demands that we employ men under contract regardless of whether or not we need them. If the Petrillo system of forcing an employer to contract for men he does not need and to pay royalties directly to the union because union employes are employed in the manufacture of his commodity is adopted by other unions, it means the finish of American business."

ALBERT E. DALE, director of information of NBC New York since November 1941, resigned Feb. 15. For 20 years before going to NBC he was in newspaper and public relations work.

deWOLF SEES GLOBE ALLOCATION BOARD

CREATION of an internation frequency board to avoid interfe ence in the spectrum, radio rela stations permitting 24-hour ser ice, newspapers from all parts the world on home facsimile re ceivers and a U. S.-Europe coaxi cable system extending from Ne York and Washington to Alask the Aleutions, into Russia an western Europe were visioned Francis Colt deWolf, Chief, Te communications Division, Sta Dept., in an address prepared f delivery Saturday night at the 20 anniversary dinner of the Veter Wireless Operators Assn., Hot Astor, New York.

The Marconi Memorial Plag was to be awarded the Televis Broadcasters Assn. and speci Marconi Medals were to be awar ed William J. McGonigle, VWO president; Allen B. DuMont, pre ident, Allen B. DuMont Labs.; Morris Pierce, engineering supe visor, Richards-Fitzpatrick statio and former OWI chief engineer Africa; Orrin E. Dunlap, RCA d rector of advertising and publici

Speakers included Maj. Har C. Ingles, USA, Chief Signal Of cer and Brig. Gen. David Sarno RCA president.

YALTA CONFERENC GIVES RADIO SCOO

RELEASE of the first announ ment of the Crimea conference the Big Three at 4:30 p.m., F 12 gave radio almost an exclus until the following morning, afternoon newspapers in ma cities were not published beca of the holiday. Following th broadcasts of the announcement 4:30, NBC, CBS and Blue all voted the following quarter-h to an analysis of the results of Roosevelt-Churchill-Stalin meet by their commentators in Washi ton and London. Mutual did broadcast the announcement on network, but WOR New York many other MBS stations put on locally at the time of relea

None of the networks broad other special programs, nor w any commercials canceled ex the Bayer aspirin show, *Lore Jones*, on NBC, 4:30-45 p.m. major portion of news progra throughout the evening was dev to the conference.

Ask Ad Cooperation

THE WAR will not be over on Day; the battle of Japan will tougher and require more of A ica's productive capacity than formerly anticipated; civilian b buying, fat and paper salva and other home front activi must continue, and advertis must also continue to do its p in driving home to the public necessity for its wartime coop tion, 200 executives of nati advertisers and their advertis agencies were told last Thursday a meeting in New York sponso jointly by the Assn. of Nati Advertisers and the War Adver ing Council.

CAB Meeting Approves Progress of BBM

Better Publicity, Church Policy Favored

By JAMES MONTAGNES

APPROVAL of progress made by the Bureau of Broadcast Measurement, the need for a more vigorous policy of telling listeners the work of the privately-owned broadcasting stations, a comprehensive survey of the entire subject of religious broadcasting and programming in general, highlighted the 7th annual meeting of the Canadian Assn. of Broadcasters at the Chateau Frontenac, Feb. 12-14. Close to 300 persons registered for the sessions, the sixth held since Canada went to war, making it one of the largest attended CAB conventions. Though all phases of the United States industry were represented in the delegation which came to Quebec, the effect of the convention travel ban in the United States was noted in the smaller number of U. S. broadcasters present this year.

Religion

Suggestions for three Sunday religious broadcasts controlled by the stations on a sustaining basis, made by CAB program committee chairman Gerry Gaetz, CKRC Winnipeg, brought a volume of protests from station operators all over Canada. The plan was to eliminate broadcasts direct from the church, and instead have three programs urging people to attend church and children to attend Sunday school, with a devotional service suggested for 10-10:30 a.m., a children's service at 9 a.m., and an evening service from 6-6:30 p.m. A showing of hands indicated that few evening church services are now broadcast in Canada, but many morning services are. Facts given the broadcasters included surveys made by CHML Hamilton showing that 70% of the rural audience listens regularly or occasionally to church broadcasts, by CFCY Charlottetown, that the isolated population relies regularly on its church services, by CFRB Toronto, that evening church service broadcasts (which CFRB airs) are listened to by only a small audience.

W. S. Hedges, NBC New York, and Kolin Hagar, WGY Schenectady, told Canadian broadcasters of U. S. decisions to leave the problem largely up to local ministerial organizations. Harry Sedgwick, CFRB, and CAB board chairman, pointed out that various religious groups in Canada have been making attempts through the Canadian Broadcasting Corp. Board of Governors to have all commercial programs taken off Canadian stations Sunday evening from 7-8 p.m. local time, and some have advocated strongly to cancel all Sunday commercial programs. He urged broadcasters to sit down and endeavor to solve problems locally wherever possible, with the CAB to distribute plans formulated for religious broadcasting by U. S. church and network groups.

Publicity Plans

Canadian broadcasters unanimously agreed at the Tuesday morning session that they should publicize their public service and community efforts more. It is planned to develop a handbook on the work of privately-owned broadcasting stations for public and service club presentation, to establish a standardized form for reporting the time and value given daily in public service and charitable promotions on the air, with a breakdown showing types and length of programs, these to be sent to the CAB at Toronto monthly. It was pointed out that such organizations as the National War Finance Committee of the Canadian Government at Ottawa did not have a complete record of time given by Canadian stations for war bond drives, because a large number of Canadian stations simply neglected to compile such statistics though they gave the time.

A resolution is being sent to the Canadian Government by the CAB urging the Government to amend the British North American Act (Canada's constitution) to guarantee freedom of press and radio and the distribution of news gathered by these media, and to join with other nations in the campaign for freedom of news gathering.

Reporting on the establishment and work of the Canadian Radio Technical Planning Board, R. M. Brophy, Canadian Marconi Co., Montreal, president of the CRTPB, pointed out that FCC allocation plans directly affect Canada, and that Canada does not yet know what FM space it is to have. The CAB is represented on CRTPB panels on allocations, on FM and television, and on standard broadcasts, Glen Bannerman, CAB president and general manager, explained.

Panel Members

CAB stations supplying engineers to sit on these panels to date are W. J. Carter, CKLW Windsor-Detroit; E. Swan, CKEY Toronto; L. Spencer, CKAC Montreal; George McCurdy, CKGB Timmins, Ont.; and W. A. Duffield, CKY Winnipeg. Others are to be asked to sit on panels as the organization gets under way. It is understood that some plans are being formulated for joint experimental work on television by the CBC and CAB member stations.

The treasurer's report showed receipts for the past year of $50,972 and expenditures of $37,179.

Guest speaker at the CAB annual dinner Tuesday was Canadian Broadcasting Corp. war correspondent Peter Stursberg who told of the job of gathering news of battle from his experience on the Italian and western European war theatres.

Greater development of each privately-owned broadcasting station as a community station, a more thorough search for local talent, as well as more careful scrutiny of commercial continuity and broadcasting regulations, were urged on CAB member stations in the fourth annual report of president and general manager Glen Bannerman at the opening session of the CAB convention.

"The strength and continued existence of the privately-owned station depends upon the position it holds in the community," Mr. Bannerman told the convention. "Some stations are doing a grand piece of work in identifying themselves with the community. Yet there are stations where there is room for improvement, and others who have not discovered this great opportunity to plant their roots firmly and strongly."

Insidious Danger

Speaking of the fact that many of the privately-owned stations are now members of the two national networks, he pointed out that "therein lies an insidious danger. It is easy to let the network do all the work and to let the network wire be your program director. If you do this and fail to keep a proper balance between network and the local community interests and locally produced programs, another station in your community will earn the loyalty of the people there and one day you will be out of luck. You may even have to fight the network to prevent it from encroaching on time that should and must be devoted to the community. Keep your eyes on the community interest and avoid too much network time."

Referring to a survey recently made by the CAB among 35 member stations on public service programs, which includes community programs, he mentioned that an average of 28% of the total weekly broadcasting hours of these stations went for public service broadcasts.

Over dramatization of commercial continuity, especially where the product story ties up with a war phase or pseudo news, should be carefully checked, Mr. Bannerman said, since it is not playing fair to the listeners with loved ones involved in the struggle.

Year's Review

Reviewing the year's work, Mr. Bannerman pointed to the big step taken towards standardization of rate structure, the gaining of power increases to 5,000 watts after many years of petitioning, the co-operative work of all in the broadcasting and advertising industries in getting the government to alleviate hardships of the 8% sales tax on recordings imposed late in 1944, the presentation against higher music copyright fees before the Copyright Appeal Board, the public service broadcasts from Ottowa, *Report from Parliament Hill*, and the setting up of the Bureau of Broadcast Measurement (BBM). He also stressed the closer co-operation between the CBC management and the CBC board of governors and the CAB, and urged the CBC to discuss regulations applying to privately-owned stations with the CAB before promulgating them.

Canadian broadcasters are plow-

(*Continued on page 55*)

CHIEF radio censors of the two countries, Chas. Shearer (l), Canadian, and John E. Fetzer, U. S., discuss their mutual problems at the recent meeting in Quebec.

NEW DIRECTORS of CAB with guests, seated (l to r) Ken Soble, CHML Hamilton; A. A. Murphy, CFQC Saskatoon; Maj. W. C. Borrett, CHNS Halifax; Gerry Gaetz, CKRC Winnipeg; Ted Champeau, CKLW Windsor-Detroit; Harry Sedgwick, CFRB Toronto. Standing, J. Harold Ryan, NAB, Washington; Peter Stursberg, CBC war correspondent; Lou Phender, president of BBM, Toronto; G. R. A. Rice, CFRN Edmonton; Gilbert Harding, BBC Toronto; A. Gauthier, CHLT Sherbrooke, Que.; Phil Lafonde, CKAC Montreal. Absent were directors F. Lynds, CKCW Moncton and F. H. Elphicke, CKWX Vancouver.

FCC to Hear Overton WDSU Charge

Sec. 315 Airing Sets Precedent; Weber Optimistic

BY UNANIMOUS vote the FCC last week designated for hearing on March 21 charges by Sen. John H. Overton (D-La.) that WDSU New Orleans violated Sec. 315 of the Communications Act, relating to political broadcasts, during the last political campaign.

Sen. Overton

Citations were issued for E. A. Stephens, H. G. Wall and Fred Weber, co-partners doing business as Stephens Broadcasting Co., to determine whether they have violated Sec. 315 of the Communications Act as charged by Sen. Overton. Mr. Stephens was one of three opponents of Sen. Overton in the Louisiana Democratic primaries last summer.

First action of its kind ever taken by the Commission, the hearing was ordered following four months of correspondence with Sen. Overton. Commissioner Norman S. Case, a Republican, was designated as presiding officer. He will act upon any motions or petitions filed in connection with the case prior to the hearing, which has been set for 10:30 a.m. on March 21. In view of its significance and precedent-setting aspects, the hearing is expected to draw wide attention.

Three Alternatives

Under the Communications Act Act the FCC had three alternatives, based on Sen. Overton's complaint and investigations. One was revocation of license without hearing; the second was to issue an order to WDSU to show cause why its license should not be revoked; the third was the avenue pursued—designating the complaint for hearing, which is tantamount to a public inquiry into the charges.

In a memorandum to the WDSU staff last Wednesday, Mr. Weber, part-owner and general manager, said the station had the "sincerest confidence that the FCC will recognize that equal time opportunity was afforded by WDSU to its fulest capacity to all candidates and that the contention to the contrary by Sen. Overton will be proven false."

James Lawrence Fly, former FCC chairman, had previously advised Sen. Overton that "it does not appear . . . that there has been a violation of the Act." More letters from the Louisiana Senator followed, however, and last week's action came after the complainant wrote Chairman Paul A. Porter a lengthy letter on Jan. 19, stating: "In my opinion, the violations and misconduct revealed by the investigation of the Commission in connection with operation of WDSU during the Senatorial primary campaign of last summer are so grievous that for the Commission to delay action . . . would constitute a miscarriage of justice."

Sen. Overton first complained to Mr. Fly last Oct. 6 in a letter charging that WDSU refused to sell him time for his campaign. That communication said the Senator had arranged with Joe Oswald of KWKH Shreveport to arrange for eight weekly broadcasts on a statewide hookup, that all stations had cleared time except WDSU and that Mr. Weber advised that no time was available between 4:30-10:35 p.m. Sundays through Fridays. Mr. Oswald is commercial manager of the Shreveport station. John D. Ewing, owner and Shreveport publisher, is an applicant for a station in New Orleans.

Asked Log Check

His next letter, dated Nov. 6, after Mr. Fly advised there was no violation, requested the Commission to check the WDSU log from July 1-Sept. 12 to ascertain what, if any, political addresses, speeches or statements were permitted over WDSU between 6-10 p.m. On Dec. 19 E. K. Jett, then interim chairman, sent an analysis of the log to Sen. Overton, advising: "The facts disclosed in this analysis and in the program logs of Station WDSU are being brought to the Commission's attention for appropriate action."

That analysis disclosed, Sen. Overton wrote Chairman Porter, that "nine broadcasts—all, with one exception, being approximately 15 minutes duration — were delivered over WDSU by Mr. E. A. Stephens or, possibly, other speakers in his behalf between the hours of 6 and 10:35 p.m. on week nights of Monday through Friday; and two on Sunday evenings within the time denied all other candidates."

"I respectfully submit that such conduct on the part of the station," wrote Sen. Overton, "its owner and operator, is a clear violation of Sec. 315 of the Commissions Act which Mr. Fly quoted to me in his letter dated Oct. 12, 1944."

Sen. Overton challenged the Commission's grant of last fall, renewing the WDSU license to Nov. 21, 1945, "while the FCC was continuing its investigations as to the probable political favoritism and other misconduct of this station. . . . I consider that the subject matter brought by me to your attention raises serious questions as to whether the continued operation of this station will be in the public interest and whether the owner or owners of the station are qualified to continue its control in the public interest."

Mr. Weber had no comment, other than his memorandum to the WDSU staff, text of which follows:

You will hear it stated that a hearing concerning WDSU has been set by the FCC for March 21, 1945. This hearing is the result of a complaint by Sen. Overton that equal time opportunity on WDSU was not given last summer to his campaign in the Democratic primary in Louisiana for U. S. Senator. Our information, reported by our Washington attorney, is that the Commission has not named this a hearing for the renewal or revocation of the license of WDSU.

It is reported that the FCC has asked for a hearing so that any further facts may be presented to amplify the report furnished by WDSU to answer the complaint by Sen. Overton. WDSU has the sincerest confidence that the FCC will recognize that equal time opportunity was afforded by WDSU to its fullest capacity to all candidates and that the contention to the contrary by Sen. Overton will be proven false.

WBAX Hearings End

HEARINGS in the Wilkes-Barre, Pa., case, involving application of John H. Stenger Jr., licensee of WBAX, for regular license, and applications of three others for WBAX facilities (1240 kc), were to be concluded Saturday (Feb. 17) before Hugh B. Hutchinson, FCC examiner. August W. Grebe, office manager of WBAX since July 1, 1941, testified that the station had paid all old indebtedness, showed a net operating profit in 1944 of $36,604, and Mr. Stenger's net worth was $41,849.57. WBAX was placed on temporary license in 1941 because of several judgments against the station. Other applicants are Northeastern Pennsylvania Broadcasters Inc., Key Broadcasters Inc. and Central Broadcasting Co.

1886 Rabbi Aaron Kronenberg 1945

RABBI AARON KRONENBERG, 59, president of WBYN Brooklyn and a pioneer of racial and religious programs, died Thursday at his home in Brooklyn. He had been ill since 1943.

Rabbi Kronenberg made his first broadcast from the old WCNW Brooklyn in 1926. He was widely known for his appeals on behalf of welfare organizations of all denominations and for his radio sermons. Until he became ill, Rabbi Kronenberg rarely missed a daily broadcast in Yiddish in nearly 19 years. His last radio talk was on Dec. 31, 1944.

In 1941 Rabbi Kronenberg became president of WBYN when four stations, WARD WBBC WVFW WLTH, were consolidated. He formerly operated WARD. A native of Warsaw, Rabbi Kronenberg came to this country in 1905. He was a member of the Council of Orthodox Rabbis of America, board of directors of the Hebrew Home & Hospital for the Aged, Brooklyn, and was active in the Pride of Judea Children's Home.

Surviving, besides his wife, Mrs. Rae Linden Kronenberg, are two sons, Capt. Samuel Kronenberg, AAF, and Oscar, and a daughter, Mrs. Jean Berger.

Sales of Spokane Stations Expected

Ed Craney and Haas Interests Reported Buying KFPY

CHANGES in ownership of Spokane's top stations—KHQ, NBC outlet, and KFPY, Columbia affiliate—are expected within the next fortnight.

Control of KFPY would pass from Mrs. T. W. Symons Jr., 2/3 owner, and Arthur L. Bright, vice president and general manager and 1/3 owner, to Ed Craney, Montana and Oregon broadcaster, and the Queen City Broadcasting Co. operating KIRO Seattle, headed by Saul Haas, under a transaction completed last week and subject to FCC approval. While no formal announcement has been made, it is understood that the sale involves in the neighborhood of $450,000.

Wasmer to Keep KGA

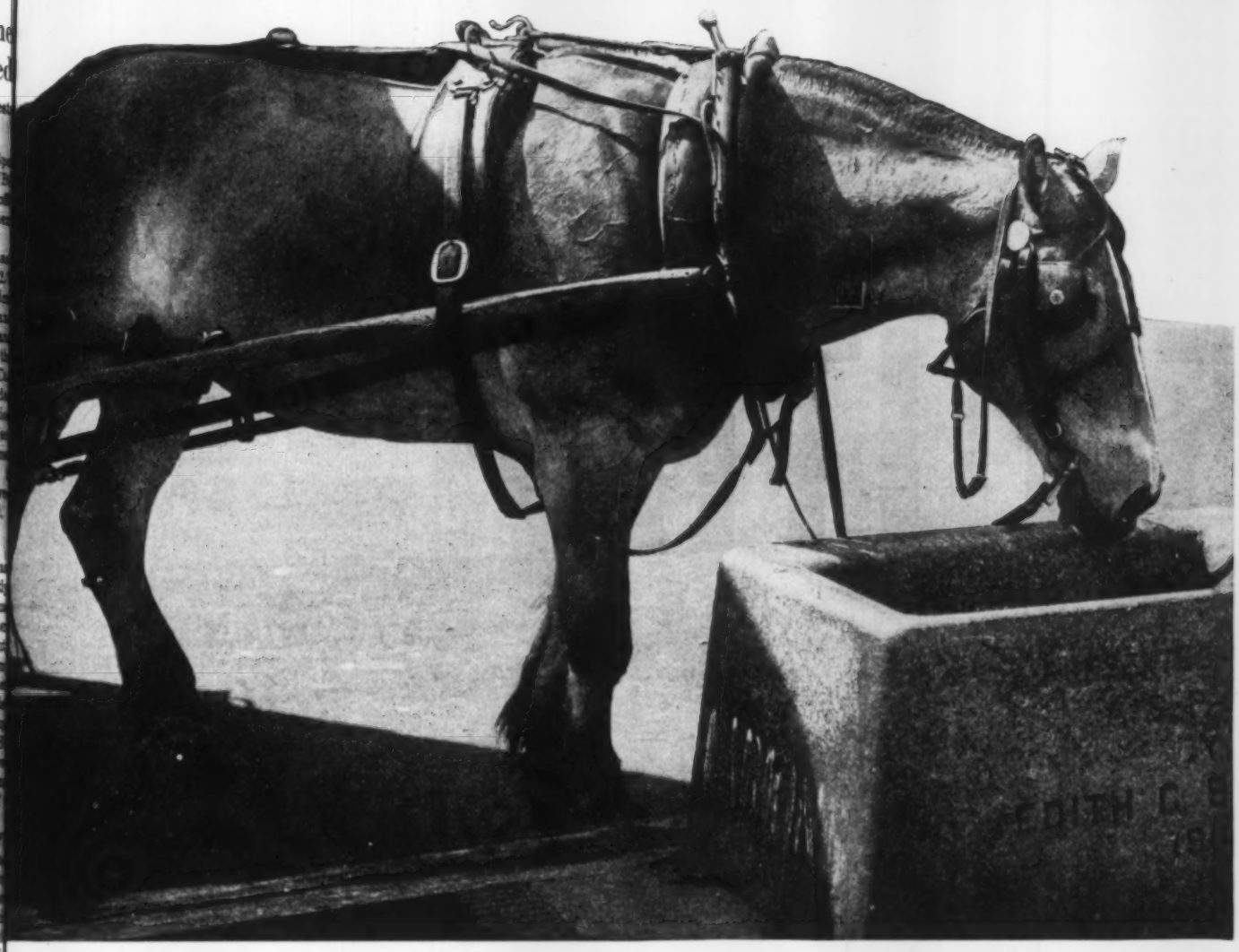
KHQ, owned by Maj. Louis Wasmer, is expected to be sold shortly in compliance with the FCC's duopoly regulation. Maj. Wasmer, who is about to go on inactive duty after some two years in the Army Air Forces, will retain his ownership of KGA Spokane, Blue outlet. It is understood several groups have been negotiating for KHQ and the FCC last week approved a temporary extension of authorization to permit consummation of the deal.

Informal notice of the KFPY transaction, it is understood, has reached the FCC, though the precise details are lacking. One report was that Mr. Bright had sold his 1/3 interest to Mr. Haas and his KIRO associates and that Mr. Craney had purchased 1/3 of Mrs. Symons' holdings, with the remaining 1/3 to be disposed of (presumably to Mr. Craney). The other report was that Mr. Craney had acquired all of Mrs. Symons' holdings in the station and that the overall price was "under $500,000."

Mrs. Symons also is half-owner of KXL Portland, with Mr. Craney holding the other half. Whether that station is in any wise involved in the transaction was not revealed. Mr. Craney also operates KGIR Butte, and the Z-Bar Network.

Mr. Haas has enjoyed meteoric success in radio, having acquired KIRO as a 250-watter a decade ago. The station now operates with 50,000 w and is the Seattle CBS outlet. A prominent New Deal figure in the Pacific Northwest, he is the Collector of Customs at the port of Seattle and has been Democratic campaign manager during the Presidential and Congressional campaigns in the Northwest and

SENATE Appropriations Committee last week reported favorably an appropriation measure (HJ Res-85) to provide funds to complete the quennial Census of Agriculture. The bill, appropriating $6,784,000, passed the House Feb. 7.



. . . but you can't make him drink

That old saw about the horse and water still holds true . . . particularly with smart time buyers. There was once a time when you could show him a radio trough full up to the brim with glamour call letters, power, and "acceptance". . . and he'd water his whole budget.

But not any more!

Maybe that's one reason W-I-T-H, the successful independent in Baltimore, has come so far, so fast. For W-I-T-H delivers the goods at the lowest cost per dollar spent than any other station in town. If you want to check a sound sales idea . . . use Baltimore as your test city. And to make sure you give it every chance to prove out . . . use W-I-T-H.

There are a lot of sales performance facts to prove our W-I-T-H point . . . but there's nothing so satisfying as seeing it work for your own product.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

FCC Denies KNAK Rehearing Petition On Regional Grant to Hinckley-Hatch

PETITION alleging violation of the FCC network regulations, filed by the Granite District Radio Broadcasting Co., licensee of the new KNAK Salt Lake City, seeking rehearing in the grant of a construction permit to the Salt Lake City Broadcasting Co. for a regional outlet in Salt Lake City to operate on 910 kc with 1 kw power, was denied last week by the Commission.

KNAK, which began operations Feb. 11 on 1400 kc with 250 w power, unlimited time, complained that the Hinckley-Hatch group was granted a construction permit Oct. 30, 1944, "which included an arrangement based upon a violation of the Commission's Rules, particularly Sec. 3.102." Stockholders in the Salt Lake City Broadcasting Co. are Abrelia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce, and until recently chairman of the Civil Aeronautics Authority; and George C. Hatch, former manager of KLO Ogden, Utah, and his wife, Wilda Gene Hatch.

Sees no Violation

Petition alleged that Wilda Gene Hatch is the daughter of A. L. Glassman, president and principal stockholder of KLO, and that KNAK was prevented from obtaining Mutual service because of an exclusive contract between KLO and Mutual which embraced both Ogden and Salt Lake City. KNAK contended that Salt Lake City is not within the primary coverage area of KLO, therefore Sec. 3.102, relating to territorial exclusivity of network contracts, was violated.

In a memorandum opinion the Commission held, however, that "KLO does render a primary service to Salt Lake City within the meaning of Regulation 3.102" and that there was no violation. Construction permit was granted the Hinckley-Hatch interests without a hearing Oct. 30, 1944, only a short time after application was filed [BROADCASTING, Nov. 6]. Application included letters from both Mutual and Intermountain networks advising the petitioners that should the FCC grant a license, the respective networks would provide service.

Both the Hinckley-Hatch and KNAK applications were denied by the Radio & Radar Division of the War Production Board on the grounds that neither station would help to promote the war effort. The WPB later reversed the earlier order with reference to the Hinckley-Hatch request and granted construction [BROADCASTING, Feb.]. KNAK went ahead with its ... however, since expenditures for ... construction were within the ... limit placed by WPB and therefore no special authorization was required.

In a special three-hour program beginning at 7 p.m. Feb. 11, KNAK formally went on the air with a network affiliation. In Salt Lake City the Blue outlet is KUTA, CBS affiliate is KSL and the NBC station is KDYL, with Mutual on KLO.

Effective Feb. 12 KNAK began operations from 7 a.m.-10 p.m. Howard R. Johnson is president, L. M. Johnson vice-president, Francis W. Shaelling, secretary-treasurer. Stockholders include Nello Westover, Otto Fisher, M... L. A. Miner, Paul Q. Callister, ... K. Christensen, formerly of Wa... ington, has been appointed pro... gram director.

Warners in Video

TO ERECT a television and F... transmitter, Warner Bros. has pur... chased 17 acres near Hollywood ... reported price of $1,500,000. Pro... erty includes highest elevation ... the exclusive Outpost Hills est... section. Los Angeles Planning Board, in granting a zoning var... ance for construction, ruled ... must be for transmitters only, ... not include a broadcasting sta... Film company also owns and op... erates KFWB Hollywood.

WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

Here's Our Market

6 Thriving Cities and a Total Population of over a Million

JOHNSON CITY, TENN. WJHL 1000 Watts-910K.C.

Represented Nationally by Howard Wilson Co.

No Grab Bag Here!

WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

RADIO TIME, properly used, keeps American business ticking. Radio time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

Time buyers the nation over rely on Weed & Company for news of latest availabilities and for help in placing budgets. The better stations know that "time will sell"—and that Weed & Company can sell it.

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WAKR

Sells!

THAT'S WHY

AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER

95%

OF THEIR RADIO ADVERTISING DOLLAR ON WAKR

WAKR TOWERS OVER AKRON

Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

OWI French Messages Drawing 60% Response

ABOUT 60% of the personal messages from French citizens here shortwaved to France since last October on OWI radio programs have evoked response from friends and relatives overseas, according to the Overseas Branch of the OWI, which recently disclosed the service. Since last October the OWI has made available four minutes of a daily half-hour program beamed to France for 50-word messages from French citizens who have lost contact with persons close to them.

Messages must be passed by the French Consulate and the Office of Censorship, and are recorded in person and broadcast, or read by Nancy Smith, who conducts the program. To insure coverage, the personal items are rebroadcast by ABSIE and repeated by shortwave at 6:30 and 10:15 p.m. French time the same day. Project started two years ago to allow men on French ships in New York harbor to communicate with their families, but was dropped and resumed on a regular basis only last October.

New Montreal Station

CJAD are call letters of a new 1,000 w station on 800 kc for Montreal, issued to J. Arthur Dupont, until recently commercial manager for Quebec for the CBC. Mr. Dupont is a veteran of Canadian broadcasting, having been with the predecessor of the CBC, the Canadian Radio Broadcasting Commission, and before that with the chain of radio stations of the Canadian National Railways.

Miss Jean Lawlor
Compton Adv. Inc.
New York City

Dear Jean:
Remember Gene Kelly who used to do sports for us here at WCHS. Well, Gene's doing pretty much the same thing now for Uncle Sam somewhere in the CBI Theatre and doing it so well he recently received the Bronze Star. Pretty swell isn't it? Well, Gene's a pretty swell guy. Let's hope he'll be back soon, available for sponsorship on WCHS.

Yrs., **Algy**

By the way, do you know the Lawlor's who used to live in Pittsburgh?

WCHS

Charleston, W. Va.

R. L. MURRAY DIE ON CANADIAN TR

ROBERT L. MURRAY, 55, dir tor of public relations of ASCA died suddenly Feb. 10 of a heart tack in Montreal, while on his w to the CAB convention.

A native Minnesotan, he beg his newspaper career on the M *neapolis Tribune*, becoming sp editor in 1910 and subsequen switching to the same position the *Duluth News-Tribune*.

After working in Winnipeg joined Hearst, spending 11 y on various Hearst papers. W on the *Boston Herald* Mr. Mu inaugurated the first picture ta page, forerunner of today's ta newspapers. Leaving Boston he came editor of the *New Y American*. His final newspaper p was managing editor of the *Ne ark Ledger*.

After handling publicity and pr motion for Ely Culbertson, brid expert, Mr. Murray was adverti ing manager of Auto-Bridge bef joining ASCAP Nov. 1, 1940. H was a veteran of the first wor war, serving as a first lieutenan He is survived by his wife, Mr Hermine Murray, and two stepson Pfc. Philip Welch and Lt. Paul H Welch.

Guy Byam Missing Aft Berlin Fortress Attac

GUY BYAM, 27, BBC war repor er, has been missing in action sin a Flying Fortress attack on Be lin Feb. 3, U. S. Eighth Air For headquarters in London announce Feb. 10. The plane in which he w flying was hit by flak and two e gines were knocked out, accordi to the announcement.

Wounded and "invalided" out Combined Operations, which joined in 1941 after service in th British Navy since 1939, Mr. Bya entered the BBC French Service subeditor, then transferred t European Productions as writ producer. He then became war co respondent for the European ser ice, and in April 1944 was shift to the BBC War Reporting Uni A trained paratrooper, Mr. Bya participated in more than eig jumps.

ALLEN B. DuMONT Labs. has d veloped new type oscillograph (D Mont Type 208B), designed to sta up longer in rugged field service.

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the "influential" station in El Paso covers it ALL.

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600 KC CBS

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For Results IN THE EL PASO Southwest use KRO

Patterned for

OKLAHOMA WOMEN

OKLAHOMAN & TIMES ★ WKY ★ FARMER-STOCKMAN

★ MISTLETOE EXPRESS ★

1. An Oklahoma mother sends her Fort Sill soldier a cake. She invariably calls Mistletoe Express Service. An Oklahoma A. & M. College girl ships her mother a box of flowers for an anniversary. Mistletoe again gets the call. Its 1944 cargo totaled more than 80,000,000 pounds.

2. Edyth Thomas Wallace is one of the most widely quoted writers of counsel to parents in the country. She is a staff writer of The Oklahoman and Times. Her syndicated feature, "Points for Parents", is read by millions of mothers. Her column, "Our Homes", is a Southwestern favorite.

3. Equally at home before a farm woman's club or at her office typewriter, Lola Clark Pearson has been woman's department editor of The Farmer-Stockman for twenty years. No other Oklahoma personality exerts as much influence on the rural housewife in Oklahoma and Texas as Mrs. Pearson. No other farm counselor enjoys such a widespread popularity.

4. Through a six-day-a-week quarter hour series over WKY, Helen Barr brings to Oklahoma women their favorite highlights of home-making. This early morning program, originating in WKY's studios at 8:45 a.m., is one of the big reasons why women in this area look upon WKY as their preferred station.

All along the Oklahoma Publishing Company's four lane approach to merchandising in Oklahoma are to be found guideposts to the woman. Coordinated into a sales barrage, The Oklahoman and Times, The Farmer-Stockman, radio station WKY and Mistletoe Express Service muster a potent punch among feminine readers, listeners and buyers that rings the bell on dealers' cash registers. You can do a good job in the Oklahoma market with any one. You can do a better job with all four.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

Fulton Lewis jr., "America's Most Listened To" News Reporter, currently sponsored on 130 stations from coast-to-coast is now available for your client in one or all of 60 different markets.

Today when good time is tough to buy—and good programs even tougher . . . DON'T OVERLOOK THIS BUY . . . Fulton Lewis jr. has both . . . a program they listen to at a time when they listen.

For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

WLEU LOSES FINAL APPEAL BEFORE FCC

SUSTAINING its presiding motions officer (Harry M. Plotkin, assistant general counsel and chief of litigation), the FCC last week denied petition of WLEU Erie, Pa., for authority to intervene and enlarge the issues in the grant of a construction permit to WERC Erie to change frequency from 1490 to 1230 kc [BROADCASTING, Feb. 12].

On motion of WJTN Jamestown, N. Y., and WCED DuBois, Pa., however, the Commission set aside its grant and designated the WERC application for hearing, making WJTN and WCED parties. WJTN later withdrew. The case is still pending, with WCED an intervenor.

WLEU contended the wartime freezes caused voluntary withdrawal of its petition filed Dec. 2, 1941, to change frequency from 1450 to 1260 kc and to increase power from 250 w to 5 kw days and 1 kw nights, although there was never any intention of abandoning the application. An earlier petition of WLEU to set aside the WERC grant and reconsider, filed last October, had been denied.

In the petition denied last week WLEU contended that the grant to WERC "under the circumstances is equivalent to taking property without due process of law," inasmuch as WLEU had invested a considerable sum in planning the change from local to regional and had withdrawn its application in furtherance of the war.

LET'S NOT GO GO TO PAW PAW (Ky.)!

Walla Walla would be a better better market, and so would even Pago-Pago. As it happens, WAVE broadcasts don't reach any of those places. We just trot-trot around the Louisville Trading Area where a heck of a lot of people *with cash to spend* listen to us because we are nearest, clearest and (a-hem!) dearest! And the policy pays: to wit, our costs are less than if we tried to cover the city AND the backwoods. No double-talk there!

LOUISVILLE'S **WAVE**

5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

CONGRATULATORY conversa[tion] is held as Glenn U. Snyder (1), v[ice] president and general manager WLS Chicago and Bill Cline [of] station editor, wish America's le[ad]ing ace, Maj. Richard Bong, [the] very best of luck in his marri[age] to the former Marjorie Vat[ne]dahl, of Superior, Wisconsin.

WBRW Transfer Aske[d]

APPLICATION has been [filed] with the FCC requesting cons[ent] to transfer control of WB[RW] Welch, W. Va., 250 w outlet on 1[370] kc, to Clarence H. Frey and Rob[ert] O. Greever, owners of WL[OG] Logan, W. Va., and three other i[n]dividuals. Present owners, J. [E.] and Gladys Blakley and J. [R.] Werness, wish to retire from bro[ad]casting and propose to sell [for] $67,239 all 150 outstanding sha[res] in McDowell Service Corp., WB[RW] license corporation, to Messrs. Fr[ey] and Greever (25 sh each); Joe [E.] Hunt (50 sh), editor of the We[lch] *Daily News* and general manag[er] and treasurer of the Welch P[ub.] Co., and Ellis Landreth (25 [sh] business manager of Welch P[ub.] Co. Mr. G. Frey is also publisher [of] the *Logan Banner*.

Wildroot Expansion

WILDROOT Inc., Buffalo, in st[ep]ping up its use of radio adver[tis]ing for hair tonic has appropriat[ed] more than $1,000,000 for 1945 w[ith] about $500,000 to be used for oth[er] media. Firm which has tripled [its] station list during the past [six] months, is currently using live a[nd] transcribed chain-break and sp[ot] announcements at varying int[er]vals, five-minute and quarter-ho[ur] musical and news programs [in] some 150 stations throughout [the] country. Other stations will grad[u]ally be added to the list. Some eig[ht] stations have already been ad[de]d since Jan. 1. Agency is BBDO, N[ew] York.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

Picture of a team about to warm up for the Battle of the Century

SOME day the war is going to be over. Then: reconversion.

You've heard a lot about reconversion. But most of the worry-in-print has been about the business of turning bicycle plants back into bicycle-making.

But there is another side to the reconversion picture. That's the problem of getting peace-time goods distributed *so cheaply* that manufacturers can *keep prices down* and *sell so much* that our economy won't fall apart. Because if it should fall apart, we would have a lot of unemployment, and if we have a lot of unemployment nobody will buy anything, and . . . well, we have been to *that* party!

Cutting distribution costs is where we come into this picture—the sponsors and the agencies and ourselves.

All three of us are going to have to roll up our sleeves and fight a vital battle for industry and the public on the post-war's most important economic front.

Our objective is clear. Radio must be made more efficient, more economical, than ever before—and we're not overlooking the fact that the wise use of radio has always been the most economical way to sell goods.

How are we going to improve radio?

First, let us recognize that the advertisers and agencies have done a remarkable job. By competing for audience they have helped to make radio a national habit and their joint efforts and ours have raised radio ownership from 10,250,000 homes in 1929 to 33,100,000 homes in 1945.

THE SHOWS PRODUCED BY *ONE AGENCY* ALONE REACH AS MANY PEOPLE IN A YEAR AS ALL THE FILMS OF ALL THE STUDIOS IN HOLLYWOOD.

Our own first job is to provide maximum physical facilities to reach these millions. Today the Blue reaches over 21,000,000 homes. The number is increasing. Recently we announced the addition of six important stations. As we prepare this advertisement, two more great stations have joined the Parade to the Blue: WCAE, which has established the biggest local audience in Pittsburgh, and WFBR, which covers the Baltimore market like a blanket.

The second job is to help where help is sought in building Blue commercial programs.

Take the problem of talent. By using sustaining time to develop shows the Blue's new program department is uncovering low-cost talent that promises to deliver large audiences. Winners must be developed from the beginners. It is also pre-testing new programs on our own time to remove a percentage of the risk that's always involved when a new show goes on the air. *That's* service to both agencies and advertisers.

After the war, the radio networks will be one of the greatest forces in the nation in helping us all land on our feet.

Our post-war eye, while it is on our competitive position, is more particularly on our potential ability to help the U. S. industry to new levels of prosperity and a common agreement that if we will only continue to improve our way of life, it cannot be matched anywhere in the world.

You can write that one down.

THIS IS THE *Blue* NETWORK

AMERICAN BROADCASTING COMPANY, INC.

Blue Names Jaeger, Smith, Rynd V-Ps; Kintner to Head Washington Operation

C. P. JAEGER, general sales manager of the Blue Network; Fred Smith, director of promotion, publicity and advertising; and Charles E. Rynd, formerly treasurer, were elected vice-presidents of the network at a meeting Feb. 12 of the board of directors of American Broadcasting Co., owner of the Blue. Board also created a new department, news and news features, to be responsible for all news and news features broadcast on the network and for national and international news coverage. Robert E. Kintner, vice-president, will have charge of this department, with G. W. (Johnny) Johnstone continuing as director of news and news features.

Mr. Jaeger

Mr. Kintner will also be in charge of the Blue's Washington office, which the board voted to reorganize and expand. He will maintain his headquarters in New York, spending only a few days a month in Washington. The publicity department, with Earl Mullin continuing as manager, will henceforth report to Mr. Smith instead of to Mr. Kintner as formerly.

Mr. Rynd in his new position will act as coordinator of the intra-departmental operation of the Blue. In addition, the sales service, office management, recording and purchasing departments will continue to report to him. C. Nicholas Priaulx, vice-president in charge of finance, was elected treasurer, succeeding Mr. Rynd.

Mr. Rynd

Mr. Smith

Mr. Jaeger, who joined the Blue's commercial program department in 1942, subsequently transferring to sales, was previously vice-president of Transamerican Broadcasting & Television Corp. Mr. Smith, formerly an assistant to the Secretary of the Treasury, has a varied advertising and promotion background. Before forming his own public relations firm, Smith & Selvage, he was with BBDO. Mr. Rynd joined NBC in 1935 as assistant sales traffic manager. In 1943 when the Blue was organized as a separate company, he became manager of its sales service department and was subsequently named treasurer.

Blue Changeover

BEGINNING Feb. 18 the Blue's station breaks identify the network as "The Blue Network of the American Broadcasting Co.," signaling formal change of name which became official last December when the FCC approved assignment of licenses of Blue owned stations to American Broadcasting Co. [BROADCASTING, Dec. 25]. Change-over for listeners is being effected gradually. New identification has been used since Jan. 22 at the opening and closing of the Blue broadcast day only.

Woolfoam Spots

WOOL NOVELTY Co., New York, plans to expand its spot radio campaign for Woolfoam, a powder for cleaning woolens to eight or ten stations by the end of February. Now running on WBEN Buffalo and WJR Detroit, the drive will be resumed on KSTP Minneapolis and on stations in Boston and Providence and will move into several new markets in various parts of the country via radio, with musical jingles, participations and programs of all types. New campaign calls for the use of local papers in 100 cities. Agency is Redfield-Johnstone, New York.

BEST record show m.cs. in Great Britain are two American Forces Network men, Sgt. Johnny Kerr and Cpl. George Monaghan, according to a report of the British music magazine, *Melody Maker and Rhythm*. Sgt. Kerr was formerly with KOY Phoenix, WICA Ashtabula, O., and WPIC Sharon, Pa. Cpl. Monaghan is an ex-program director of WTHT Hartford.

★ ★ ★ ★ ★ ★

★

24 HOURS A DAY
KCKN is the only Kansas City station broadcasting day and night ALL night.

★

"THIS IS MUTUAL"
At 6 P. M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

KCKN *is no two-timer...*

No sir! KCKN picked her "man" a long time ago and has stuck with him . . . and him only . . . ever since.

KCKN has *always* believed that Greater Kansas City — and Greater Kansas City alone — is worthy of exclusive attention. KCKN is the *only* Kansas City station that programs *specifically* and *exclusively* for city listener tastes. And so, leaving the surrounding thinly-spread farm and small town market to others, KCKN offers you a substantial share of Greater Kansas City's nine hundred million dollar buying power *without the rate penalty of out-state coverage.*

•

Wire or Phone Your Nearest Capper Office for Availabilities

Music by Day — Mutual at Night

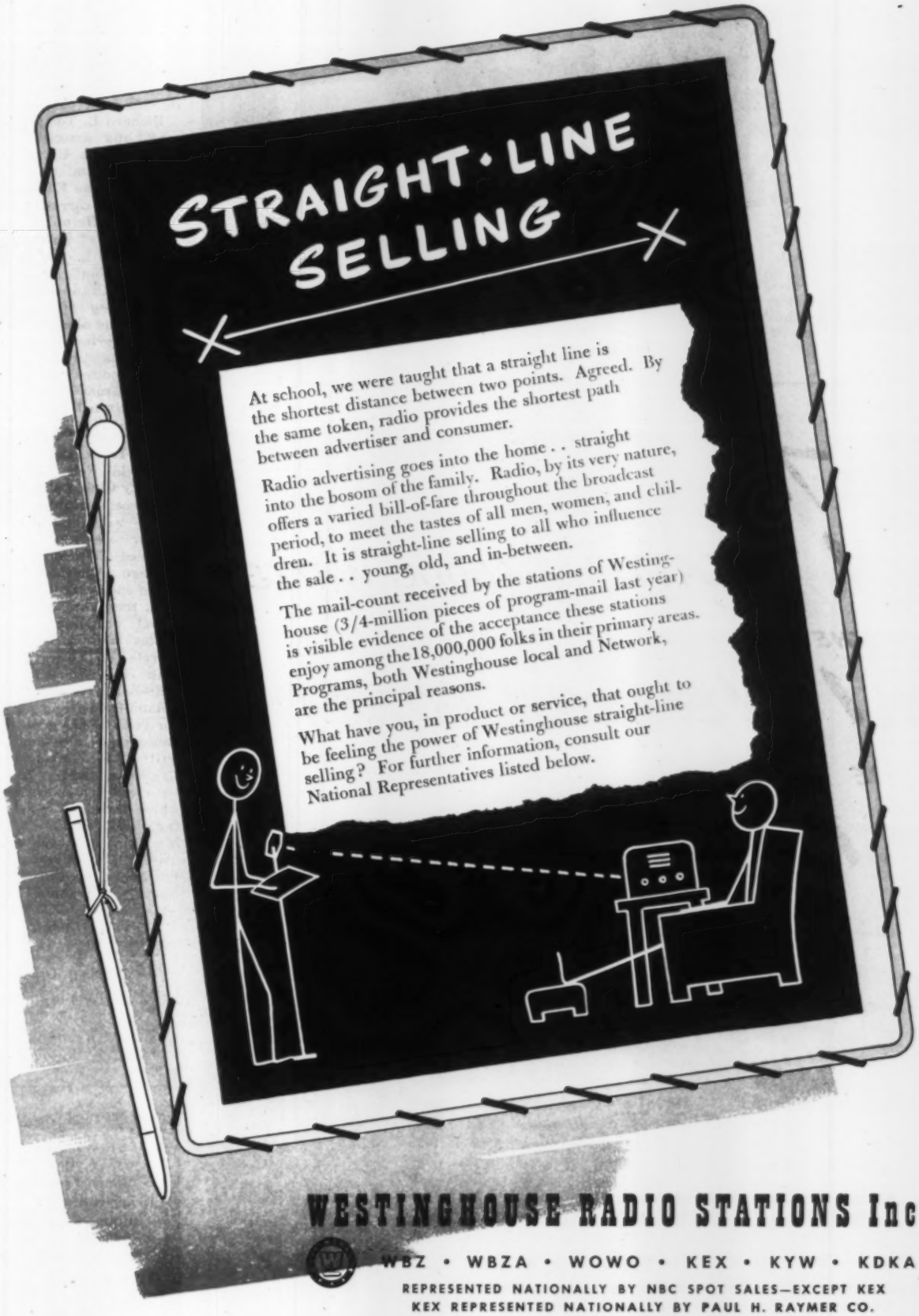
The Voice of Greater Kansas City

KCKN Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864


STRAIGHT·LINE SELLING
At school, we were taught that a straight line is the shortest distance between two points. Agreed. By the same token, radio provides the shortest path between advertiser and consumer.
Radio advertising goes into the home . . straight into the bosom of the family. Radio, by its very nature, offers a varied bill-of-fare throughout the broadcast period, to meet the tastes of all men, women, and children. It is straight-line selling to all who influence the sale . . young, old, and in-between.
The mail-count received by the stations of Westinghouse (3/4-million pieces of program-mail last year) is visible evidence of the acceptance these stations enjoy among the 18,000,000 folks in their primary areas. Programs, both Westinghouse local and Network, are the principal reasons.
What have you, in product or service, that ought to be feeling the power of Westinghouse straight-line selling? For further information, consult our National Representatives listed below.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Manhattan Soap Tests

MANHATTAN SOAP Co., New York, network and spot radio advertiser for Sweetheart soap, is conducting a test campaign in the midwest for a new flake blueing, Blu-White. Newscasts are used thrice-weekly on WGN Chicago and six-weekly on WTMJ Milwaukee. Newspapers supplement the radio drive. Campaign is forerunner to expanding distribution of product in that area. Agency is Duane Jones Co., New York.

RCA Adds Space

ADDITIONAL space in the 3-story Protex Bldg., 61-71 Bishop St., Jersey City has been leased to RCA by the Defense Supplies Corp., for use in the production of war goods. RCA now occupies 108,000 sq. ft. in the United Wallpaper plant in Jersey City. J. I. Kislak Inc. was the broker in the transaction. The building is owned by Doris Anschelewitz of Allenhurst, N. J.

SANDBAGS PROTECT Press Wireless station PZ on Leyte so there can be continuous operation despite Jap raids. Station sent out the first direct voice transmission for the networks immediately after our invasion of the Philippines. Joseph Petta (1), of Brooklyn, N. Y., and George Luckey, Baldwin Park, Cal., inspect the new Philippine installations.

Tobin and Stowe Criticize Censors

Army Using 'Inexperienced Boys, Commentators Claim

CENSORSHIP of news, both military theatres and within the United States, was assailed by prominent news commentators during the past week.

Richard L. Tobin, Blue commentator and associate professor the Columbia U. Graduate School of Journalism, charged that censorship in the ETO, which he covered as a correspondent for the *New York Herald Tribune*, "was in the hands of inexperienced boys."

William L. Shirer, in "Propaganda Front", a syndicated column which appears regularly in the *Sunday Herald Tribune*, commented the alleged slowness of the Army Review Branch, Washington, in passing on copy submitted by accredited correspondents returned from operational theatres to the United States.

'Enemy Agent'

Mr. Tobin, speaking at a luncheon held Feb. 13 at the Men's Faculty Club, Columbia U., praised senior censors in the ETO but said there were too few of them. "Their assistants," he said, "seemed, however, to regard the average American correspondent as an enemy agent who was out to trick them, hurt their own professional standing in the United States and give away military secrets whenever possible."

In his Sunday column Mr. Shirer related that his colleague Leland Stowe, had waited five days for review officers in the Pentagon Building to release a script he had written for broadcast about the Greek controversy. Mr. Shirer took issue with the alleged circumstances which found a British officer objecting on Mr. Stowe a few days after his script had been submitted and urging him not to broadcast it. When finally released, he said, it contained few deletions.

Conference Discussion

FOUR network commentators—Raymond Swing, Blue; William L. Shirer and Quincy Howe, CBS, and H. V. Kaltenborn, NBC, discussed the results of the Big Three Conference in the Crimea on the Feb. 15 broadcast of *Town Meeting of the Air*, sponsored on the Blue by Reader's Digest Assn.

The No. 1 STATION (5000 WATTS) WITH THE No. 1 NETWORK (NBC) IN THE No. 1 MARKET IN OUTSTATE MICHIGAN

NBC FOR WESTERN MICHIGAN

WOOD GRAND RAPIDS

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Philadelphia's

MAN OF THE HOUR

(and a half)

Doug Arthur

*** TOP RATINGS** (CROSSLEY, PULSE AND HOOPER)
TOP SALES (FOR SIX DIFFERENT SPONSORS)

*** FROM 6 TO 7:30 P.M. MONDAY THROUGH SATURDAY . . .**

Doug Arthur spins records and chats informally with his great unseen audience — selling such diversified commodities and services as liquid shampoo, beer, furniture, dentistry and a correspondence school.

And by all three surveys (Crossley, Pulse and Hooper) this "Danceland Program" enjoys the highest consistent rating for a full hour and a half of any program in Philadelphia!

REPRESENTED BY
(In New York) JOSEPH LANG
(Nationally) SPOT SALES INC.

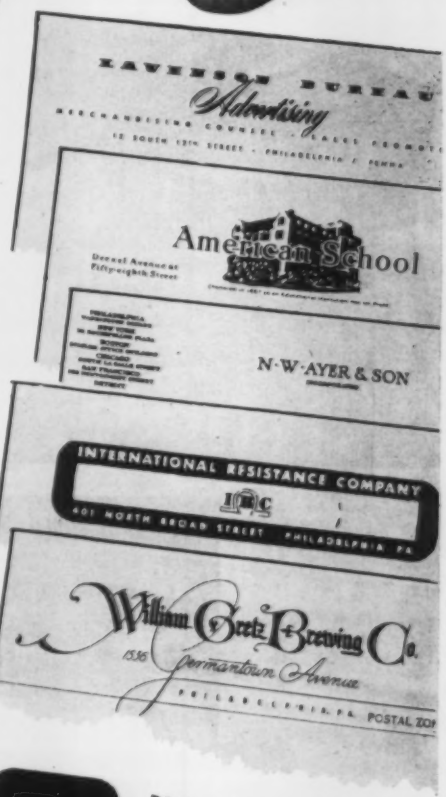
...increased number of applicants is highly gratifying, indeed surprising.—**LAVENSON BUREAU**

...producing sales at a lower cost than anywhere in the Eastern District.—**AMERICAN SCHOOL**

...one of the best in Atlantic's nine years of football broadcasting.—**N. W. AYER & SON**

...the most important factor enabling us to get workers.
—**INTERNATIONAL RESISTANCE CO.**

...the work you have done on our behalf has materially aided us.
—**WILLIAM GRETZ BREWING CO.**



WIBG

10,000 WATTS • DAY & NIGHT

Philadelphia's Most Powerful Independent

to the recurrent CBS winners in Radi

America's leading radio editors and critics awarded first place in 5 classifications to regular CBS network programs during 1944, in *Radio Daily's* Eighth Annual Certified Poll.

They awarded second place in 11 classifications to regular CBS network programs.

THE FIVE CBS WINNERS WERE:

Favorite Symphonic Program
N. Y. Philharmonic-Symphony Orchestra

Favorite Dramatic Series
(as produced by C. B. De Mille)
Lux Radio Theatre

Favorite Dance Band
(Swing)
Harry James

Favorite Children's Show
Let's Pretend

Favorite Feminine
Vocalist (popular)
Dinah Shore

Daily's national program poll.....

Thus *Lux Radio Theatre* wins first place *for the eighth consecutive year*—ever since *Radio Daily* inaugurated its poll. The New York Philharmonic-Symphony Orchestra has *won every year except 1938.* Harry James *wins a first for the third straight year.* So does Dinah Shore—*on CBS all of 1942 and 1943 and 65% of 1944. Let's Pretend* was elected America's favorite children's program in 1939, tied for first place in 1943, and won again in 1944.

AND IN ADDITION TO THOSE CBS "FIRSTS":

Frank Sinatra
(so far, 2 "seconds")

Ted Husing *(so far, 3 "firsts," 5 "seconds")*

Sammy Kaye
(so far, 3 "seconds")

Kate Smith
(so far, 2 "firsts," 5 "seconds")

Gladys Swarthout
(so far, 1 "first," 4 "seconds")

Gracie Allen
(so far, 1 "second")

Take It or Leave It
(so far, 4 "seconds")

Burns and Allen
(so far, 1 "second")

The Aldrich Family
(so far, 1 "first," 3 "seconds")

Shostakovich 8th Symphony
(so far, 1 "second")

For their discerning recognition of these superior programs CBS offers America's radio critics and editors its sincere appreciation. To the artists, our heartiest congratulations.

This is CBS...the Columbia Broadcasting System

Radio Campaign Is Credited With Manning Merchant Fleet

War Shipping Official States Task Would Have Been Impossible Without OWI and Station Help

RADIO stations throughout the U. S. and the OWI Domestic Radio Bureau did an outstanding job in 1944 in urging experienced seamen and officers to return to the sea, according to H. Chase Stone, assistant deputy administrator for recruitment and manning, War Shipping Administration. In a letter to the OWI, Mr. Stone stated it would have been impossible to keep the nearly 4,000 U. S. merchant ships sailing without radio's assistance.

Addressed to Willett Kempton, assistant chief of station relations, OWI, the letter credits radio's drive with netting approximately 10,000 officers and men, or enough to man 200 ships. Radio, Mr. Stone said, largely averted the delay of even a single ship during the Christmas holidays.

Text of the letter follows:

I want to take this opportunity to thank all radio stations in the United States and the Domestic Radio Bureau of the Office of War Information for the outstanding job accomplished during 1944 in urging experienced seamen and officers to return to sea.

We are fully aware of the exceptional demands made for radio time in behalf of the war effort. The treatment accorded the Recruitment and Manning Organization, in view of time limitations, makes us doubly grateful and appreciative. Without the assistance of the hundreds of radio stations and the Radio Bureau of OWI we simply could not have kept nearly 4,000 American merchant ships sailing to all combat areas.

For your information, as well as for all radio stations, the recruitment appeals and other Merchant Marine radio time netted us approximately 10,000 officers and seamen during 1944. In other words, this number of officers and seamen was sufficient to operate a total of 200 ships capable of carrying about 2,000,000 tons of supplies to the battlefronts.

During the recent Christmas holiday season we experienced not one single ship delay for lack of qualified men to operate the ships. We attribute this outstanding record largely to the appeals made in our behalf by OWI Domestic Radio Bureau and the cooperating radio stations.

Again, I want to say thanks for a job well done, and I hope we may anticipate the same kind of excellent cooperation during this year.

REINSTATING a policy which was dropped just recently after being in effect for many years, WFBL, Syracuse is prohibiting the broadcasting of phonograph records. This is being done in the interests of better quality music broadcasts, it was explained.

WPB FREEZE POLIC REMAINS THE SA

ALTHOUGH it has reversed it on two applications for new tion construction, War Produc Board has made no formal cha in the policy it adopted last mo which virtually freezes author tions for new broadcast facil in primary service areas. An cial of the Construction Bur said that in overruling previ WPD denial of applications stations in Salt Lake City Macon, Ga. [BROADCASTING, Feb there were "mitigating circu stances" involved.

The Board's action, howe has encouraged applicants who received conditional construct permits from the FCC prior to Jan. 16, 1945 freeze order but been denied authorization by WPB. All of these applicants h requested reconsideration of th cases or are expected to app They include two stations for S ramento and others for Harrisb Pa., and Petersburg, Va. Two plicants for studios for exist stations (KFAB Lincoln WGES Chicago), previously nied, also have appealed.

In conformity with its policy favoring new stations in comm ities having no primary ser and where manpower condit permit, the Board granted aut ization for the construction 250-w outlet in Henderson, N. Applications from Cleveland, Te and Conway, S. C., which have ceived conditional permits f the FCC, are likely to be appro on the same basis.

Meanwhile, several applicat for new stations have been rece by the FCC for consideration un its new freeze policy. These inc local outlets requested by the Br way Co., South of Massena, N. and by John M. Spottswood, I West, Fla.

E. JOSEPH BABKES, formerly charge of scheduling distributio radio test equipment for the Production Board, has been na radio purchasing agent for Lear I with headquarters at Grand Ra Mich., where production of Lear for aircraft is now centralized. P to his three years with the WPB Babkes was a radio engineer with Army Signal Corps at Fort Monm N. J., and previously served with F Emerson and RCA.

YOU CAN SEE A
L-O-N-G WAY...
Yes, you can see a long way—in any direction from atop the Sante Fe Building in Amarillo—but KGNC penetrates way beyond the horizon in these parts.
KGNC is your N.B.C. outlet for Amarillo and the great Panhandle area. Situated as it is, Amarillo and its trading area is a market all to itself, practically undisturbed by any other city or outside stations. For the 440,600 people living within the 43 counties served by KGNC, this station has made staunch friends by good programming and splendid service.
CHAS. BAHR

KGNC
AMARILLO, TEXAS
The Family Station
in the Great Panhandle

FACTS ABOUT KGNC

KGNC's per capita income is $900, or $3,420 per family . . . the total effective buying income being over $397,000,000. Wheat, oil, cattle, cotton, potatoes, onions, and war industry swell the purses of this above-the-average - wealth community. See our National Representative for additional up-to-the-minute market facts.

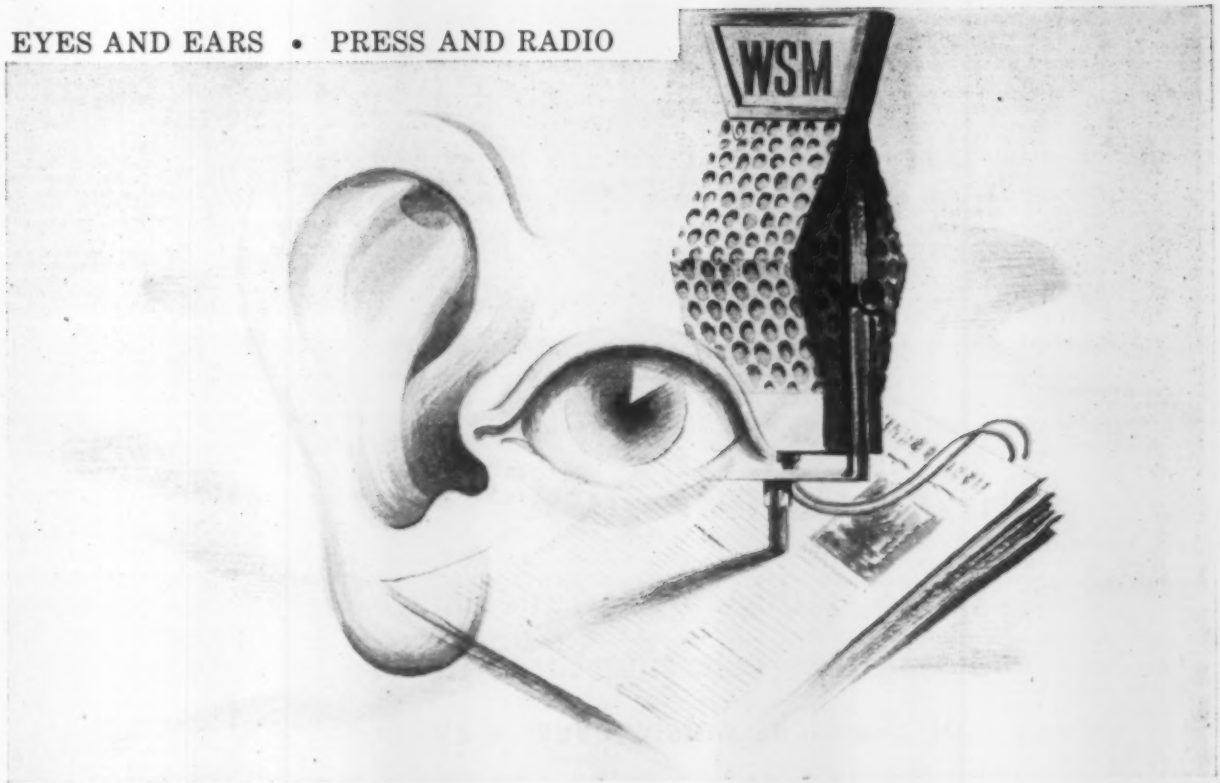
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

National Broadcasting Co. Affiliate—1440 ON YOUR DIAL

NEWS
News on the Hour, Every Hour
Without Commercial Interruption
KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDE
National Sales Representative • Paul H. Raymer

LOOK AND LISTEN

EYES AND EARS • PRESS AND RADIO



AS an old-timer in radio, WSM goes back to the days of the battle of sight versus sound, the printed word versus the spoken word, the daily newspaper versus the radio station.

Yes, there was a time when both newspapers and radio stations made faces at each other. Some papers wouldn't print the daily station program log. And some stations set up their own independent sources of news.

These were great days—for the promotion departments. There were those to prove that human beings received ideas only through the eyes. And there were those wired for sound able to demonstrate that human beings acted only upon what they heard. Then one day Munich came. That was in 1938. There was more press coverage and more radio coverage of this event than was ever given a single event in history, up until that time. And with what result?

The records show there were more newspapers sold that day than ever before, and *there was more listening to radio than ever before as well!*

These hard figures from the circulation department simply confirmed a conviction long held by WSM: that the American listener is neither deaf nor blind—*nor dumb.*

He knows a good thing when he sees it. He knows a good proposition when he hears it. His eyes and ears are wide open, more so today than ever before. He both looks and listens.

And nearly five million people in the broad area served by our clear channel look upon WSM as their most reliable source of good listening.

Things worth hearing.

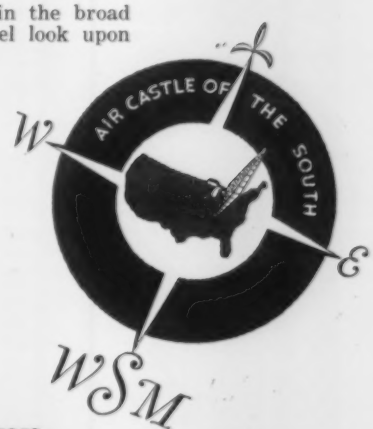
This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. Nashville, Tenn.



THE Business OF BROADCASTING

WTOP Junior Board

TITLED Junior Board, a new program sponsored by the Palais Royal, women's department store, is now heard on WTOP Washington Saturday 9:45-10 a.m. Program appeals to teen-agers and features 11 girls from Washington high schools as fashion consultants under the chairmanship of Betty Norton of the Palais Royal. In addition to a report of fashions, school news and topics of importance to their classmates are discussed. A boy guest is invited to participate in a panel discussion each week.

Radiator Brochure

JOHN E. LINGO & Son, Camden, N. J., has issued a brochure dealing with vertical radiators for broadcasting stations. Antenna supporting poles for other types of service also are illustrated. Brochure includes information on ground systems and FCC minimum radiator heights for all class stations.

Spot Campaign

CALIFORNIA ASSOCIATED PRODUCTS Co., Los Angeles (Monterey Concord grape juice punch) in a 2½-week campaign on Feb. 12 started using daily schedule of spot announcements on KIEV KFAC KRKD KFVD. With campaign extended to other areas, additional stations will be added to list. Agency is Lockwood-Shackelford Adv., Los Angeles.

Signed for Victor Red Seal

THE DETROIT Symphony, now sponsored on Mutual by Reichold Chemicals Co., has been signed to record exclusively for the Victor Red Seal label of RCA Victor Division, RCA.

Nunn Stations Ads

THE NUNN stations (WBIR WLAP WCMI KFDA) during 1945 will use over 112,000 lines of advertising in daily papers as well as minimum of 80 trade journal display ads.

Sierra Adds Three

SIERRA CANDY Co., San Francisco, has extended its Musical Sweets program to three Blue stations in the Pacific Northwest, KEX Portland, KGA Spokane, KJR Seattle. Show is heard 11:45-12 noon Sunday. March 11 is date of start on KJR. Robert B. Young Adv. Agency, San Francisco, handles the account.

Now on WBZ-WBZA

SPONSORED by the Jordan Marsh Co., New England department store, a new weekly half-hour series featuring a 16-piece orchestra, an all-girl choir and Dick Preston, baritone, started Feb. 18 over WBZ Boston and WBZA Springfield, Mass.

KOMA Renovation

STUDIOS of KOMA Oklahoma City have been redecorated in "CBS Blue" with new desks and drapes for staff rooms. Additional office space also has been provided.

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than twenty years.

WTAG Public Service

WHEN the Feb. 8 blizzard, worst in years, hit the central New England WTAG Worcester opened an emergency service for victims of the storm and under direction of E. E. Hill, manager director, acted as a clearing house hundreds of messages. Persons stranded in town, unable to communicate with their families, called the station with broadcast word of their safety to anxious relatives.

WWDC Bowling

A DUCKPIN bowling tournament to be sponsored in March by WWDC Washington with $1,000 in prize money already in the pot. Entry fees are $1 per bowler and it is expected that virtually all of Washington's 60 duckpin fans will be attracted to the contest. Ten percent of the prize money will go to the Bowlers Victory League for purchase of sports and recreational equipment for Army personnel overseas.

Sen. Hart on WTIC

IN A FEW hours after Connecticut's new U. S. Senator, Rear Admr. Thomas C. Hart, received his certificate of appointment on Feb. 13, he went on the air on WTIC Hartford. Earlier that day WTIC broadcast the first announcement that Admr. Hart would be the Republican Senator from the state, succeeding Sen. Francis T. Maloney who died in office.

Teen-Age Series

HIGH SCHOOL teen-agers of New Jersey who formed their own radio company as a unit of Junior Achievement Inc., national teen-age organization, on Feb. 10 presented their first series of weekly programs titled The High School Reporter on WPAT Paterson, N. J. Group has sold the show as a package deal to a local bank for sponsorship on WPAT.

Cage Series on KRNT

KRNT Des Moines is canceling all commercial commitments for the evenings of March 22-24 to enable listeners to hear the Boys State Basketball Tournament. Games will be covered by Jack Hackett, newly appointed sports director. Standard Oil Co. is sponsoring the version of games. McCann-Erickson is agency.

CFCY to 5,000 w

CFCY Charlottetown, P. E. I., inaugurated its 5,000 w transmitter Jan. 1. Station is the second of the privately-owned broadcasting stations to increase power from 1 kw to 5 kw since such increases were permitted last summer. CFCY is now licensed for 5 kw daytime and 1 kw nighttime.

Party Broadcast

TO CELEBRATE the 1500th consecutive broadcast of Dairyleisure Time, sponsored on WFBL Syracuse by Onondaga Milk Producers Assn., a special breakfast broadcast party was held Feb. 1 in the main ballroom of the Hotel Onondaga. Prizes were awarded guests attending the "open house".

KFAR U. S. Office

KFAR Fairbanks, Alaska, has reopened its Seattle office, with Gilbert A. Wellington, released by the Navy, in charge. New offices are at 1011 American Building, Seattle 4. Phone is Elliott 3933. Mr. Wellington will act as advertising representative for KFAR throughout the U. S.

Today's **BEST BUYS**

AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the March 5 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

Yes, the great inland empire served by the Mid-States Group, includes 16 wholesale centers (pop. over 25,000) and 80 retail centers (pop. over 5,000).

Here, more than 6,000,000 people are spending the income earned through outstanding war-production records, both farm and factory. What a market!

Yours in one package through the Mid-States Group—at group-rates as low as $72 for a daytime quarter-hour on three great radio stations. What a buy!!

THE MID-STATES GROUP

WNAX SIOUX CITY YANKTON

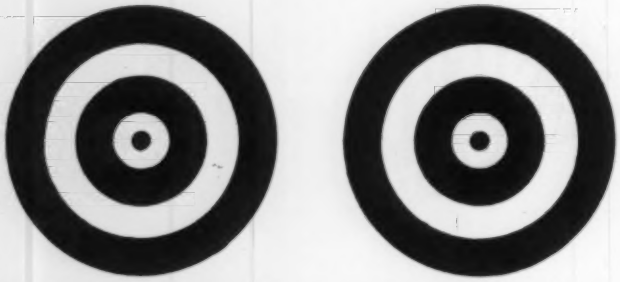
KRNT DES MOINES

WMT CEDAR RAPIDS WATERLOO

GEARED FOR RESULTS

REPRESENTED BY THE KATZ AGENCY

Use WSIX Targets For High Scores



NO WASTE COVERAGE LOW UNIT COST

Shoot the full load in a concentrated pattern. Don't scatter your shot into the far-distant lesser populated sections. WSIX with its 5,000 Watts on 980 kc. has plenty of power to cover the well-to-do, active Nashville, Middle Tennessee and Southern Kentucky market. This coverage dished out with choice programs from both the Blue and Mutual Networks, has resulted in securing for WSIX the largest all-day listening audience in Nashville—plus satisfactory sales response—plus low unit sales cost for its many loyal advertisers. For more information write or wire

The Katz Agency, Inc., National Representatives
The Blue Network and Mutual Broadcasting System

5000 WATTS 980 K.C.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Boy Scout Drive

WITH spot announcements, special features and mention on regular programs of the drive to raise $750,000 for the Greater New York Council of the Boy Scouts of America, and special emphasis on appeal for $150,000 to equip the Alpine, N. J. camp, New York stations have gone all-out in their support of the campaign, as pledged at a meeting of the Radio Executives Club, whose president, Warren Jennings, is also radio chairman of the scout campaign. Radio material supplied by the Boy Scouts includes transcribed spots made without cost by NBC.

PHILIP D. REED, until recently chief of the American Mission for Economic Affairs in London, has been reelected a director and chairman of General Electric. He resigned from that position in January 1943 to go with the American Mission. In addition, Mr. Reed was elected chairman of the board of International GE.

The San Francisco Radio Picture Has changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

COOP REP FIRM BEGUN IN CANAD

A COOPERATIVE representat firm is to be established by broadcasting stations of Que province, it was decided at the nual meeting of the Quebec Bro casters Assn. held at the Chat Frontenac, Quebec, on Feb. 10. fices will be set up at Toronto Montreal to handle specifically representative and promotion pr lems of French-language stati outside those in the cities of M treal and Quebec.

Transcription services, oper ing and program problems the French-language stations w also discussed at the meeting. Gauthier, CHLT Sherbrooke, w elected president, succeeding P Lalonde CKAC Montreal. Narci Thivierge, CHRC Quebec, was el ed vice-president; Paul LeP CKCV Quebec, treasurer; Joach Grenier, K. C., secretary. Direct elected were Roland Beaud CKRN Rouyn; Mr. Lalonde; I Chas. Houde, CHNC New Carli

Others attending were Marcel L febvre, CHLP Montreal; L. T panier, CHLN Three Rivers; G. Lavoie, CJBR Rimouski; G. T. D jardins, CHGB Ste. Anne de Pocatiere; R. Legault, CKVD V d'Or; Jean Legault, CHAD An and H. Gendron, CJSO Sorel.

George Bailey Elect IRE Executive Secreta

GEORGE W. BAILEY, chief the Scientific Personnel Office the Office of Scientific Researc Development and president of b the American Radio Relay Lea and the International Amateur R dio Union, has been elected exe tive secretary of the Institute Radio Engineers.

Mr. Bailey will assume his n duties gradually while continu at his present post until the e of the war. He also is slated to main as president of ARRL retired industrialist and opera of amateur station W1KH, he v unteered for war service in Wa ington in 1941.

JAMES S. ADAMS, president Standard Brands, New York, has b appointed temporary consultant public relations to the War Pro tion Board and the War Manpo Commission.

"I can even remember when au mobiles were advertised o WFDF Flint."

first

in War!

Day Foster, KGW war program director, with group of G.I.'s, preparing the "Army Variety Show," a series of recruiting programs. Launched two years ago, program was another local FIRST for KGW.

first

in Peace!

KGW cooperated with the Army in peace-time, too. These are pictures taken at the dedication of the Army airfield at Vancouver, Wash., Sept. 16, 1925. KGW's coverage of the event included a broadcast by Dick Haller from a plane. A FIRST, in its day.

first

in Audience Influence!

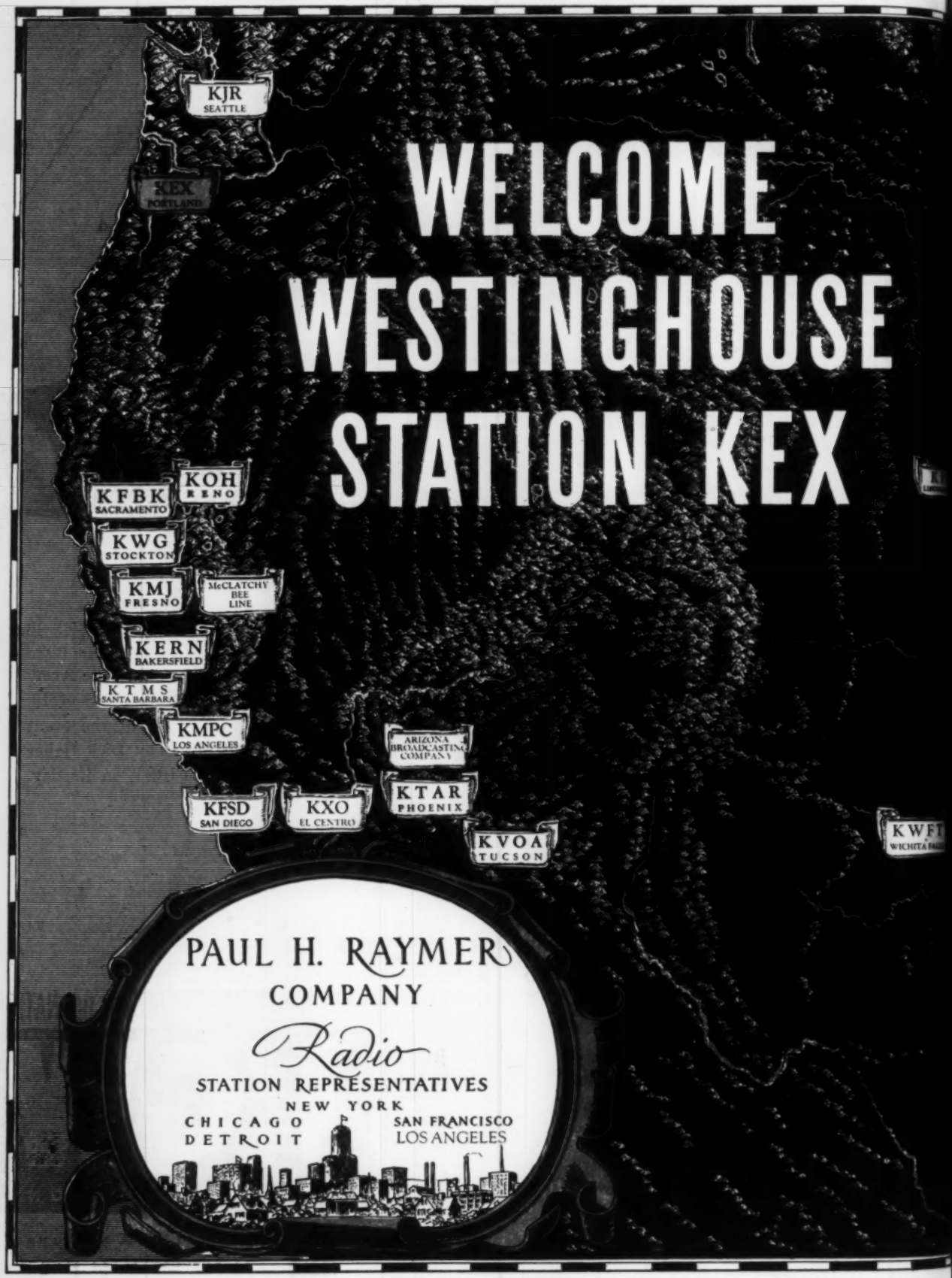
For 23 years Pacific Northwest radio listeners have turned to KGW for the best in radio in every classification. Naturally, this firmly established reliance on KGW works to the benefit of the station's advertisers. In the Portland area, hitch your sales message to the proven pulling power of KGW.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.


KJR
SEATTLE
KEX
PORTLAND
WELCOME
WESTINGHOUSE
STATION KEX
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KFBK
SACRAMENTO
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KMJ
FRESNO
McCLATCHY
BEE
LINE
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KMPC
LOS ANGELES
ARIZONA
BROADCASTING
COMPANY
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KFSD
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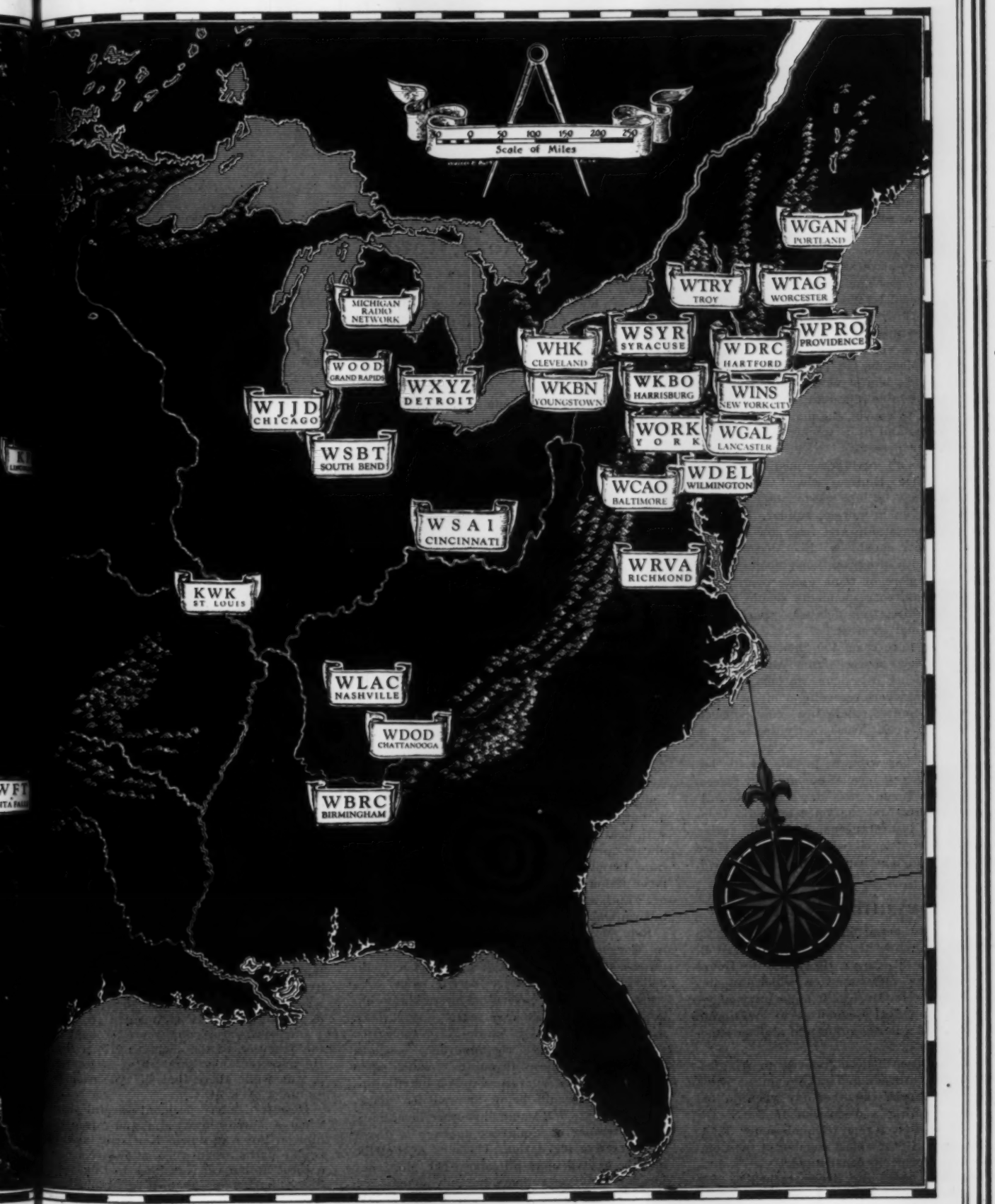
EL CENTRO
KVOA
TUCSON
KWFT
WICHITA FALLS
PAUL H. RAYMER
COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
LOS ANGELES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GRAND RAPIDS
WXYZ
DETROIT
WKBN
YOUNGSTOWN
WKBO
HARRISBURG
WINS
NEW YORK CITY
WJJD
CHICAGO
WORK
YORK
WGAL
LANCASTER
WSBT
SOUTH BEND
WCAO
BALTIMORE
WDEL
WILMINGTON
WSAI
CINCINNATI
WRVA
RICHMOND
KWK
ST LOUIS
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM

Editorial

One World, One Voice

ANY DAY now, we may awaken to find the European phase of World War II at an end. There will be unbridled hell-raising—and with ample basis. But radio's job in the European theatre won't be finished.

Allied forces won't withdraw overnight. As long as our men are in the field, they will be provided radio service. That's part of the modern military operation. There will be the task, too, of conditioning the home front, for every parent, relative and sweetheart will expect his dear ones home on the next boat.

Then there will be the concentration of operations in the Pacific, already well under way. In the field of international diplomacy, radio also becomes a vital factor, for freedom of radio communications is part and parcel of the fight for freedom of news. Radio thus will be at the peace table in a dual role—a working news medium to convey the deliberations to a waiting world, and as a topic on the agenda along with the press.

In its role as an intelligence medium, radio's job in occupied Europe—when that happy day dawns—may be less spectacular, but just as important as a morale builder. Requirements as to censorship and free flow of intelligence will (or should be) liberalized. There should be more programs originating from Europe, and more of them going over. More individual radio correspondents should be accredited for direct or delayed reporting of local or regional interest.

Today there are some 400 "home town" recorded interviews a week from the European theatre broadcast over our stations. In the Pacific theatre, where recording equipment and personnel is limited, there are some 60 such interviews a week. These activities will be stepped up.

What radio has wrought in this war is being told with every move of our military forces. The map has shrunk to a day's hop from almost anywhere. And the voice of radio from anywhere is instantaneous. Inevitably, after the peace is written, it will be the radio voice that must hold together this new *One World*.

Seventh Man

RADIO'S most persistent Congressional critic for about a decade has been Rep. Richard B. Wigglesworth (R-Mass.). He sits on the House Appropriations Subcommittee which handles the FCC budgets. He was a minority member of the House Select Committee to investigate the FCC. He's a hard worker and a bitter opponent.

There has been little objectivity to Wigglesworth's radio crusading. Thus, it came as something of a surprise the other day when he told the House during a discussion on the FCC's 1946 budget that former Commissioner T. A. M. Craven was "the ablest member of the Commission as formerly constituted."

There was never any reason to believe that Mr. Wigglesworth felt anybody on the Commission was worth his salt or that it ever had done anything worthwhile.

Mr. Wigglesworth's remarks, however, do focus attention on the existing vacancy on the FCC. The last two appointments—Paul A. Porter as chairman and E. K. Jett as a member—were applauded, and properly so. Each had had prior radio experience and each had seen other Government service.

The existing vacancy is for the post left by Comdr. Craven last July when he joined the Cowles Broadcasting Co. as operating head. Another merit appointment— a promotion from the FCC ranks more particularly—would surely win favor in Congress and on the FCC itself. Appointment of a lame duck or a political hack in these turbulent times would be little short of mischievous.

Jimmy—No. 1 Hate

LIKE THE Caesar of his ancestors, James Caesar Petrillo has a lust for power. In his bruising, blustering, dictatorial way, he has achieved what he must regard as the pinnacle of labor success. He has allowed nothing to stand in his way and holds unquestioned title to having defied more Governmental orders than any labor leader.

Now Jimmy leads in another hit parade. In a recent poll conducted among GI's in the European War Theatre, the AFM president displaced John L. Lewis as the No. 1 labor hate. We wonder how proud and arrogant Jimmy feels about that?

It's the same Jimmy who has told Congress and the President that he bowed to none when it came to prosecution of the war. That was his answer when public officials asked him to lift the recording ban so that records and transcriptions could go overseas. That ban, however, wasn't lifted until all recording companies under duress capitulated to his private unemployment pool which he figures will bring $4,000,000 a year to his union to do with as Czar Jimmy sees fit.

It's the same Jimmy who has blacklisted the National Music Camp at Interlochen because he doesn't want school children to perform sustaining programs in competition with the AFM closed corporation; the dictator who forces stand-bys for performances by travelling radio units at military bases; who bans musicians on all television programs without explanation; who threatens networks and stations with death-knell reprisals if they hire NABET platter-turners as instructed by NLRB. The same Petrillo who has been denounced by other labor union leaders as employing tactics that are "antisocial and despotic" and as giving all labor a black eye.

Rep. Monroney (D-Okla.), who ranks high in Congressional councils because he gets things done, has introduced a bill which would make labor unions subject to the same anti-trust statutes that govern business. The measure, we predict, will have more support than when he introduced it in the 77th Congress.

Chapter and verse, the Monroney measure would rectify those inequities foisted upon radio and other pursuits by the Petrillo onslaughts. It would bring an end to "make-work", private WPA's and his other inventions.

The temper of Congress appears in favor of corrective legislation. The sins of Petrillo may be visited upon all labor. The Monroney measure deserves support, not only of industry, but of those labor unions which have sought to maintain a reasonable and practicable employe-employer relationship.

Our Respects To

KENNETH WILLIAM CHURCH

"THE sooner the better" is the phi... phy of Ken Church, new exec... vice-president of WCKY Cincin... His open war on procrastination ... him into a rapid succession of advancing ... until he reached his present position ... WCKY this past Dec. 1.

While working on the *St. Louis Post ... patch* he became associated with Thomas ... rick Convey who was doing promotion for ... first radio show in St. Louis. The show ... the establishment of KMOX. Ken was in ... the original conferences which gave birth ... KMOX. In 1932, after CBS acquired full ... trol of the station, Jack Van Valkenburg, ... manager, hired him to take over the sales ... partment.

Later, he was made assistant general ma... ager and commercial manager, posts he ... until October 1941, when he joined WL... Cincinnati. He was with WKRC until this ... cember when accepted his present post ... the 50,000 w L. B. Wilson station.

Ken is the chief claim to fame of R... River, Ohio, where he was born March 2... years ago. The family later moved to Indian... olis where he attended Shortridge High Sch... then on to the U. of Indiana.

He was studying medicine at the univer... when he suddenly found himself looking at ... wrong end of a surgeon's knife. He was un... it. Without warning his appendix had ac... up, and to such an extent that the doctor ... him he would be all right only if he re... for a year.

After 90 days of doing nothing he deci... it was high time to ignore the doctor's or... He got himself a job on the *St. Louis G... Democrat*. His family had moved to St. L... from Indianapolis in the meantime.

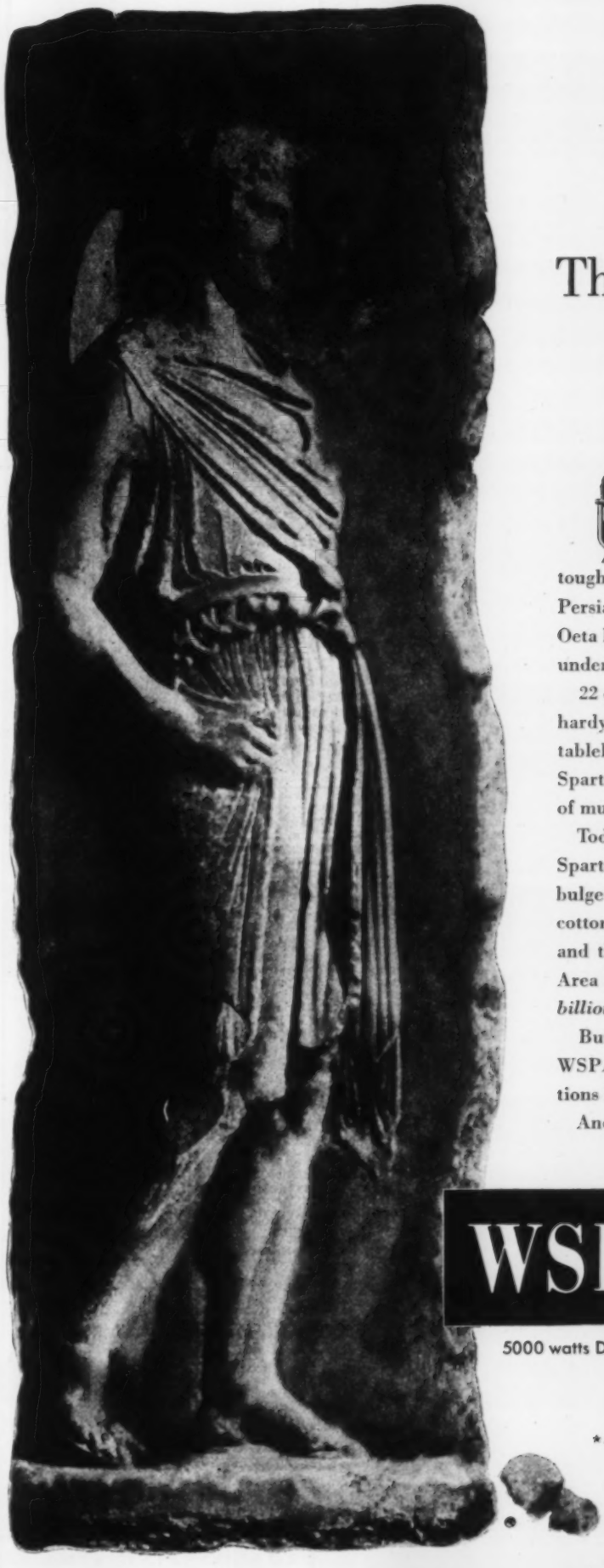
The pay was $11 a week plus commi... for selling room and board classified ad... the door bell method. By covering his terri... like a mailman, Ken made $28 the first w... After a few months, the paper transferred ... to the automobile department.

One successful coup there brought him ... the attention of the competing *Post Dispa...* He accepted their offer of a better job, ... it was while there that he got in on the ... ginnings of KMOX.

Despite a nasty accident several years ... when a horse threw him and "drop kick... him on the way down, Ken still takes to ... bridal paths when time allows. Next to ... subject of horses, Ken likes to talk about ... gun collection and his own rare animal, a l... haired Dachshund. He picked up the gun ... terest while a captain in the Missouri and ...

(*Continued on page 40*)

XUM



These Spartans wear pants . . .

Way, *way* back in August, 480 B.C., a band of tough, hardy soldiers from Sparta gave Xerxes and his Persians the battle of their lives at a pass around Mt. Oeta known as Thermopylae. The Spartans wore chitons under their armor.

22 centuries later, in January, 1781, a group of tough, hardy South Carolinians from the rich, rolling Piedmont tableland, beat the British at the battle of Cowpens. The Spartan Regiment, as they were called, wore a mixture of mufti and 18th century G.I.

Today, citizens of Spartanburg County are still called Spartans. *These Spartans wear pants*...with pockets that bulge with the fruitful rewards of affluent agriculture, cotton textiles, plastics, and wood industries. Spartans and their neighbors in the 16 county WSPA Primary Area have an effective buying income of over half a *billion* dollars*!

But then, as we've been telling you, the 16 county WSPA Primary Area is "one of the *best-balanced* sections in the entire country"!

And WSPA swings the *balance* your way.

WSPA SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles

Represented by Hollingbery

* *Sales Management*

THIS MARKET'S A Honey!

A productive farming district combined with busy manufacturing and industrial plants have pushed retail sales well over $212,000,000

AND

WTAD dominates the Quincy Market with more listeners than all other stations in the area combined, according to the Hooper Station Listing, Fall, 1944.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD

QUINCY Illinois

930 K.C. 1,000 Watts

CBS Affiliate
The Katz Agency, Rep.

A Lee STATION

Personal NOTES

RICHARD E. O'DEA, part owner of stations WNEW and WOV New York, has been named Democratic member of the New Jersey Racing Commission. Mr. O'Dea, long in radio, has also served as Democratic County Committeeman and as Commissioner of Education and Commissioner of Finance for the City of Paterson.

ROBERT M. HOLT, general manager, director and secretary-treasurer of WCLS Joliet, Ill., has resigned. **ROBERT L. BOWLES** is now WCLS general manager. Before resuming his radio activities Mr. Holt is visiting relatives in El Dorado, Ark.

DR. MAX JORDAN, NBC director of religious broadcasts and author of a recently published book "Beyond All Fronts" has had his book chosen as the January selection of the Catholic Book Club. Previously, it had been selected for December by the Catholic Literary Foundation.

E. K. CARGILL, former president of WMAZ Macon, who last year went on inactive duty after a tour as a Naval Reserve officer, has joined the Macon Telegraph and News as promotion manager. He is handling radio activities of the newspapers in connection with pending station applications before the FCC.

JOSEPH H. REAM, vice-president and secretary of CBS, has been appointed chairman of the radio division of the committee of the Legal Aid Society 1945 Appeal.

LT. ROBERT SARNOFF, son of **DAVID SARNOFF**, president of RCA, has been assigned to Los Angeles Navy public relations staff.

FRANK O'LEARY, released from the Navy, has returned to the NBC central division sales department after a 2½ years' leave of absence.

HAROLD HIGGINS, sales manager for WING Dayton, is the father of a girl.

C. M. (Buck) LEWIS, manager of broadcast transmitter sales of RCA Victor Division, Camden, has married **NOLA G. PUGLIESE**, former assistant editor of Broadcast News, RCA engineering publication.

HENRY C. PUTNAM, former commercial manager of KGMB Honolulu, has been promoted to major, Military Intelligence, and is radio officer of the public relations section, U. S. Army Air Forces, Pacific Ocean Area.

CHARLES MORIN, CBS Hollywood sales manager, is the father of a girl.

JOHN T. CAHILL, chief counsel for RCA and attorney for the Associated Press in the pending anti-trust litigation before the Supreme Court, is the head of the reorganized law firm of Cahill, Gordon, Zachry & Reindel, of New York. The firm formerly was known as Wright, Gordon, Zachry, Parlin & Cahill.

JACK DAVIDSON, manager of CKWS Kingston, Ont., has been appointed supervisor of stations operated by Northern Broadcasting & Publishing Ltd., and affiliated companies, with headquarters at Toronto. He is succeeded at CKWS by **ROY HOFF**, Montreal manager of National Broadcast Sales, representative firm for the organization

BOB SMITH, formerly of WNAX Yankton, S. D., has joined the sales staff of WCCO Minneapolis.

BEN WOLFF has returned as time salesman on **WEMP** Milwaukee, following an operation at the Mayo Clinic, Rochester, Minn. At 77 he is believed radio's oldest seller of time.

FRANK S. LANE, general manager of WDEF Chattanooga, celebrated his 20th anniversary in radio last week. He started as announcer on KFRU when it was in Bristow, Okla., on Feb. 13, 1925 and the following September was voted sixth most popular announcer in the U. S. in a nation-wide Radio Digest poll.

A. E. JOSCELYN, manager of WCCO Minneapolis-St. Paul, has been elected to the executive committee of the board of directors of the War Chest of Minneapolis and Hennepin County.

Our Respects to

(Continued from page 38)

State Guard. Ken belongs to Maketewah Country Club, Cincinnati Club and Buckeye Club, and he is on the Board of Directors of the Advertisers Club of Cincinnati.

In 1926 Ken married a Missouri girl, the former Dorothy Becht. When a daughter was born to them in 1930, for probably the first time in his life, Ken couldn't make a quick decision—he couldn't decide on a name for her. At the age of three months the baby was finally given a name—by Mrs. Church. She's 14 now and her name is Jere.

Rothensies Heads WSBA

WALTER J. ROTHENSIES, former collector of internal revenue at Philadelphia, has been elected executive vice-president of the Susquehanna Broadcasting Co., licensee of WSBA York, Pa. Mr. Rothensies also becomes station general manager, with offices at 47 East Market St. WSBA, a Blue outlet, operates on 900 kc with 1,000 w daytime.

Correction

LT. (j.g.) HARRY F. FOLSOM, son of Frank M. Folsom, vice-president in charge of the RCA Victor division, Camden, N. J., scheduled to return to the South Pacific war theatre, recently was killed in a plane crash near Jacksonville, Fla. In the Feb. 12 BROADCASTING, Lt. Folsom was improperly identified. BROADCASTING regrets the error.

LEON GOLDSTEIN, vice-president in charge of publicity, news and special features of WMCA New York, has applied to the War Dept. for accreditation as WMCA war correspondent in the European area. If approval comes through, Mr. Goldstein will leave as soon as possible with plans to record on-the-scene descriptions for rebroadcast.

RALPH J. CORDINER, for the past year and a half assistant to the president of General Electric Co., has been elected a vice-president of the company with general administrative duties designated by the president. Mr. Cordiner was formerly vice-chairman of the WPB until he resigned to return to his company.

CARL W. LEE, for two years in the cost account department of the Ft. Wayne division of the Farnsworth Television & Radio Corp., and **JOSIAH W. AUTENRIETH Jr.**, formerly manager of the Ft. Wayne branch of the Columbus Mutual Life Insurance Co., have been named account executives of WGL Ft. Wayne, Farnsworth station.

DR. LEON LEVY, president of WCAU Philadelphia, has been elected to the board of directors of Robin Hood Dell Concerts, outdoor summer concert series in Philadelphia. A member of the CBS board of directors, Dr. Levy is also consultant to the Radio Bureau of the OWI.

NATHAN STRAUS, president of WMCA New York and former U. S. Housing Administrator, is being suggested as a candidate for Mayor of New York by leaders of the new Liberal Party.

PAUL B. MOWREY, manager of television for the Blue Network, on Feb. 20 is to address the Women's Advertising Club of Toledo on "What Is Television and What It Means to You."

GEORGE K. PERKINS, former field representative for Ekholm Assoc., Boston, management consultants, and previously in sales and advertising at Borden Co., New York, has joined the sales staff of WJZ New York.

ALAN SCHROEDER, salesman of Paul Raymer Co., Chicago, will join the Chicago office of WOR New York March 1.

WHERE TO?

SURE! The chap is on his way to school. You don't have to see the schoolhouse to know that. It's the beat of his feet!

And that's about the way it is at WMMN—you don't have to tell the people to know that One of America's Greate..t Direct Response Audiences is at the other end of the line. It's in the ring of the cash register, that beats out record results for many a happy advertiser of ours.

You always know you're headed in the right direction at WMMN!

ASK A JOHN BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

WELL PLACED

HE SAT IN THE FRONT ROW

Your product will be in the "front row" when it's advertised over WSPD.

Planned local programs, top NBC shows and a power of 5,000 watts assure you the attention of over a million-and-a-half prosperous prospects in the Northwest Ohio-Southern Michigan area.

(Regardless what you think . . . it is well placed. Granddad looks happy, doesn't he?)

Just Ask Katz

WSPD
5,000 WATTS
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

SOMEONE
IS ALWAYS
First

ALEXANDER GRAHAM BELL
First
to invent the telephone
—1876

WHBQ

Was the First
Memphis Station
to Sell a daily
Show to a
Memphis department
store.

South's 24-Hour Station

WHBQ

BOB ALBURTY, General Mgr.

Your MUTUAL Friend

Memphis, Tennessee

Represented by RAMBEAU

BEHIND the MIKE

HARRY J. FEENEY Jr., formerly with the CBS press information department, has been awarded the Purple Heart for battle wounds received during January in Belgium.

TONY WHEELER, announcer of WFIL Philadelphia, is ill with pneumonia in Bryn Mawr Hospital.

BILL TROTTER, former announcer and later production manager for WREC Memphis, has been named production manager of WHBQ Memphis.

BOB CHASE, former WJJD Chicago staff announcer, has joined WOR New York.

ELLIOTT ROBERTSON, former director and actor of J. J. Shubert Theatrical Co., has joined the NBC central division press department as writer.

VIRGINIA A. (Conner) STREET, formerly in the program department of KYW Philadelphia, has been promoted to a first lieutenant at the AAF Convalescent Hospital, Plattsburgh, N. Y.

H. B. KENNY, news commentator of WRVA Richmond, Va., is author of "A Year of War" scheduled for release in early spring.

EDWARD TOMLINSON, Blue authority on Latin-American affairs, has been assigned to cover the Conference of American Republics to be held in Mexico City, beginning Feb. 25.

LT. WILL DOUGLAS DOUGHERTY, assistant PRO, Miami Air Tech. Service Command, has announced his engagement to **JOYCE TUGGLE**, Miami. Under name **WILL DOUGLAS** he was announcer at WMBO Auburn, N. Y.; WRBL Columbus, Ga.; WTBO Cumberland, Md.; WCPO Cincinnati, WKBN Youngstown.

BOB BRADBURY, formerly of KWKH Shreveport, has been appointed farm news editor-announcer of WOAI San Antonio, succeeding **BILL SHOMETTE**, now in the Army. Other WOAI changes: **MILDRED CLARKE** new continuity chief; **JEAN MAY**, scriptwriter.

FRED RUEGG, production supervisor of KQW San Francisco, has been promoted to program director, succeeding **KEN CRAIG**, who leaves to join McCann-Erickson, Chicago.

EDDIE RAASCH of Indianapolis, new to radio, has been named announcer of WAOV Vincennes, Ind.

SUE FLANAGAN of Boston; **LEE WHYTE**, released by the Army, and **MEL FEIN**, former announcer at WKIP Poughkeepsie, N. Y., have been added to the announcing staff of WMFF Plattsburg, N. Y.

CECIL SEAVEY, announcer of KOA Denver, has been named station director of news and special events. **MARY ELIZABETH MELLOR** has joined the newsroom staff succeeding **CARL MAHL**, now with Continental Air Lines Modification Center, Denver.

ROY QUEEMAN, who conducted the Swing Shift program on WEMP Milwaukee under name of **VAN PHILLIPS**, has reported for induction.

CLINTON H. SHERWOOD, formerly with WEEI Boston and more recently in the Merchant Marine, has been named program director of KLX Oakland, Cal.

DAN HOSMER has been named head of the continuity department of KRNT Des Moines, succeeding **VIRGINIA MELTON**, resigned. He formerly was a writer-producer at WLS Chicago.

STAN THOMPSON, formerly of CBS Chicago and more recently program director of KDAL Duluth, has joined the production department of WCCO Minneapolis. **HELEN COSTELLO**, formerly of KFPY Spokane, has joined the WCCO news staff as writer. **BECKY STEWART**, formerly of WOWO Ft. Wayne, has joined the WCCO promotion staff.

HERMAN O. WILSON, formerly of KUTA Salt Lake City, is now an announcer with KSRO Santa Rosa, Cal. He also has been with KFEL Denver and KFOX Long Beach. He will specialize in newscasting and farm news for KSRO.

WAYNE CREW, new production manager of KRNT Des Moines, is to start a series of adult education classes at KRNT studios, teaching radio production, writing and microphone technique. He has been with the Des Moines Register & Tribune radio promotion department.

WILLIAM RILEY of the KRNT Des Moines newsroom has married Ann Hanson, Des Moines.

CPL. RAY OWENS KRISE, former newscaster-announcer-orchestra leader of WFBL Syracuse, now stationed in Assam, India, with the Special Services Office, ATC, is producing three weekly programs in addition to doing arrangements for a GI orchestra.

HARRY J. FRANK, new to radio, and **HARRY J. PARRY**, graduate of Emerson School of Radio, Boston, are announcers at WHAI Greenfield, Mass.

ROGER S. BOWMAN, NBC staff announcer, and **VIRGINIA MOMAND**, radio assistant to **H. V. KALTENBORN**, NBC commentator, were married in New York Feb. 5.

GEORGE HICKS, chief European war correspondent of the Blue Network, who has been in this country on a brief visit, has returned overseas. He continues his regular broadcasts for Scripto Mfg. Co.

TED HUSING, CBS sports announcer, is the father of a boy.

WALTER A. BOWMAN, is now handling continuity and publicity for WMMN, Fort Industry station in Fairmont, W. Va., replacing **JANE SHULTZ**, now with WWSW Pittsburgh.

NORMAN KRAEFT, Blue Network central division staff announcer, is the father of a girl.

SID RICHARDS and **JACK ANTHONY** have joined the announcing staff of CKWX Vancouver.

SGT. WILF DAVIDSON, former announcer of CKY Winnipeg, is now with the Canadian Army broadcasting unit in Great Britain.

MARGARET FIELDER, formerly of the traffic department of CBR Vancouver, is now with the Women's Royal Canadian Naval Service in eastern Canada.

F/O WALLY PETERS, former program director of CJOR Vancouver, has returned to Vancouver after three years with the RCAF.

BOB HOLMES, former announcer at WHAI Greenfield, Mass., is now with WHTD Hartford, Conn.

JACK HOINS, with CBS since Jan. 1939 as a member of the publicity staff, has been named script editor of programs of WABC, CBS New York outlet, replacing **ARNOLD MICHAELIS**, who has joined Air Features, New York, as director of Amanda of Honeymoon Hill, serial for Phillips Products. Mr. Hoins, in addition to handling program publicity, is editor of Mailbag, CBS news bulletin for servicemen.

FRANK DUNNE, former announcer of WTAG Worcester, has been signed to a long-term contract by 20th Century-Fox Film studios. He will act in the picture "Junior Miss" in the role of Uncle Willis.

ANN GINN has been appointed women's director of WKMO Kokomo, Ind.

EDGAR E. FERREY, chief of the WHAS Louisville newsroom, is serving as extension lecturer in journalism at the Indiana U. Center, Jeffersonville, Ind.

HERB LANDON, who came to the CBS press information department last November from the American Red Cross, has rejoined that organization as an overseas field director. He was previously publicity director of WOV New York.

TROY MALLORY, announcer, formerly with George Gale Productions and WBYN Brooklyn, has joined WLIB Brooklyn.

J. CLINTON STANLEY, former member of the Blue central division production department and released after 26 months in the Naval Reserve, has returned to the network as production supervisor.

MARVIN JAMES MOORE, most recently on the announcing staffs of Fort Worth stations WBAP and KGKO, and **STUART METZ**, most recently freelancer, have joined the CBS announcing staff. Mr. Metz served on the NBC announcing staff five years ago, before his freelance work, and has announced for WKBW and WGR Buffalo.

PRESENTING a crest taken off a stand at Nazi party headquarters in Aachen is Ned Calmer (r) CBS war correspondent just back from the western front, who gives the Nazi emblem to Paul White, CBS director of public affairs and news.

Roberts to Rome

CLETE ROBERTS, Blue war correspondent, has fully recovered from after-effects of wounds sustained in the Leyte invasion and is to leave shortly for assignment in the Mediterranean theatre, with headquarters in Rome. He arrived in New York ten days ago from his home in Beverly Hills, Cal., where he had been convalescing since last November. During his coverage of the Philippines Mr. Roberts contracted malaria, preventing his return to the Pacific theatre.

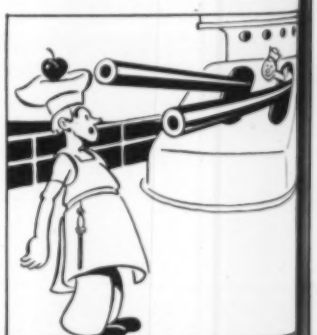
John Prince

JOHN PRINCE, KLZ continuity writer, died Feb. 12 at St. Luke's Hospital, Denver, following a protracted illness.

HAROLD ROSEMONT and **PHILIP DOELKER** have been named assistant directors in CBS network operations. Recently production manager and announcer of WCOL Columbus, Mr. Doelker was previously assistant production manager of WING Dayton, and producer-announcer of WTAM Cleveland and WOSU Columbus. Mr. Rosemont comes to CBS from WGTN and WABF, New York FM stations, where he handled script and announcing chores.

CLIFFORD HENDRIX, who left KOMA Pueblo, Colo. in 1941 to become news editor of KXEL Waterloo, Ia. and who since has been with KBUR Burlington and WMT Cedar Rapids, has returned to KGHF.

BETTY MUNRO, sister of Ross Munro Canadian Press war correspondent, has been appointed war correspondent for CKGB Timmins, CJKL Kirkland Lake and CFCH North Bay, Ont. Miss Munro will make her headquarters in London and will cover western European capitals.



"Stand still, Cookie — or you won't ever be in the news over WFDF Flint!"

FOR THE FIRST TIME IN RADIO HISTORY!

★ DONALD NELSON
★ ADMIRAL H. E. YARNELL
★ NELSON ROCKEFELLER
★ VICE PRESIDENT HARRY S. TRUMAN
★ J. EDGAR HOOVER
★ HERBERT H. LEHMAN
★ BRIG. GENERAL FRANK T. HINES
★ ERIC JOHNSTON
★ AMBASSADOR JOSEPH E. DAVIES
★ SENATOR VANDENBERG

INTERVIEWED AND ANALYZED BY FAMED WASHINGTON CORRESPONDENT **BARNET NOVER**

"Washington Views and Interviews"

NOW AVAILABLE VIA TRANSCRIPTION FOR LOCAL AND REGIONAL SPONSORSHIP!

NOVER INTERVIEWING DONALD NELSON

NOVER INTERVIEWING ERIC JOHNSTON

NOVER INTERVIEWING LORD HALIFAX

WHAT THEY SAY ABOUT BARNET NOVER:

"Uniformly interesting and provocative."
—James Forrestal
Secretary of the Navy

"I don't know of anybody who is a better authority."
—Raymond Clapper

"One of the ablest in his field."
—Sir Wilmott Lewis
The London Times

"Far and away the best in America."
—John Gunther

"Washington Views & Interviews" transcriptions are airmailed weekly to exclusive sponsors and stations—1 to a city.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD, CINCINNATI, O.
NEW YORK HOLLYWOOD.

WHAT SPONSORS SAY OF "WASHINGTON VIEWS & INTERVIEWS"

"We would not want to miss a single Nover transcription. They are good."
—Jack Pitluck Agency
San Antonio, Texas

"We consider our program franchise valuable and are sold on and proud of the program."
—Blach's Men's Store
Birmingham, Alabama

"Top-flight reporting in tempo with the times."
—Palmer Hoyt
Portland Oregonian

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

THOMAS NAMED V-P OF PEDLAR & RYAN

HAROLD B. THOMAS, chairman of the War Advertising Council, has resigned from Sterling Drug Inc., New York, to join Thomas L. I. Ryan as a partner in Pedlar & Ryan, New York, it was announced last week by James Hill Jr., Sterling president. In the drug industry for the past 20 years, Mr. Thomas has served for 14 years with Sterling Drug, where he is now in charge of the Centaur and Cummer divisions. His resignation is effective March 1.

Mr. Thomas has been identified with the WAC for three years, first as vice-chairman and then as chairman. He has also served as chairman of the board of the Assn. of National Advertisers and the Advertising Research Foundation. He remains a trustee of the latter. Mr. Thomas recently returned from a two months' mission to England, France and Italy as advisor for the Treasury and War Dept.

Mitchell to WTOP

MAURICE B. MITCHELL, recently released from the Army, has been appointed sales promotion and publicity manager of WTOP, CBS outlet in Washington, succeeding Howard Stanley. Mr. Stanley is now assistant to Dick Dorrance, sales promotion manager for Columbia-owned stations. Mr. Mitchell has been affiliated with the Gannett newspapers and was national advertising and promotion manager of the *Albany Knickerbocker News* before entering the service. He was also business and promotion manager of CFCL Prescott, Ont., where he did a daily newscast in addition to his business duties.

Mr. Mitchell

Katherine Seymour

KATHERINE SEYMOUR, 43, pioneer radio writer and one of the founders of the Radio Writers Guild, New York, died Feb. 11 at her home after a long illness. A freelance writer since 1936, she and her sister Adele were authors of *Light of the World*, sponsored by General Mills Inc. on CBS since June 1944 and previously on NBC. She also wrote for *Cavalcade of America* from 1938 to 1944. With John T. W. Martin, to whom she was married in 1930, Miss Seymour wrote *How to Write for Radio*, 1931, and *Practical Radio Writing*, 1938, both published by Longman's Green Co., New York. A former vice-president of the Radio Writers Guild, Eastern Region, Miss Seymour was secretary of the Authors League of America, and a member of the Writers War Board.

NEARLY 2,000,000 guests watched broadcasts at NBC's New York studios during 1944, according to Lathrop Mack, manager of the guest relations department. August drew the heaviest and January the lightest attendance for 1944.

Agencies

MORGAN RYAN, who was radio director of Sherman & Marquette, New York, and account executive on the Colgate-Palmolive-Peet Co., has joined the New York office of Grant Adv. He is account executive on Reichold Chemicals Co., sponsor of the Detroit Symphony on Mutual, and on the Plymouth Division of Chrysler Corp., which the agency now shares with N. W. Ayer & Son. Mr. Ryan, who left S & M last December, was formerly with the H. M. Kiesewetter Adv., New York, and with Pedlar & Ryan as an executive on Procter & Gamble advertising.

LESTER GOTTLIEB, radio publicity chief of Young & Rubicam, New York, has been named a member of the agency's radio plans board, composed of creative members of the radio division.

LOUIS DEAN last week resigned from the radio staff of William Morris Agency, New York. Mr. Dean previously for seven years was radio director of Campbell-Ewald Co., New York, and prior to that was in the radio department of Arthur Kudner Inc., New York, for two years. Martin Goodman, also of the William Morris Agency radio staff, has been commissioned a captain in the New York State Guard. He will assist Maj. Paul C. Raborg, in charge of radio and public relations for Lt. Gen. Hugh A. Drum, USA, retired.

ROBINSON MURRAY, assistant executive secretary of the American Assn. of Advertising Agencies, New York, last Friday joined Irwin Vladimir & Co., New York, as a vice-president. Mr. Murray for seven years was in charge of the Paris and London offices of McCann-Erickson, New York. He probably will take part in the agency's plans for export advertising in postwar Europe.

HUBERT L. MIHIC, account executive with Frank Kiernan & Co., New York, has joined William von Zehle & Co., New York.

LT. COMDR. J. CLEMENT BOYD, USNR, formerly of Frank Presbrey Agency and Tracy-Kent & Co., New York, and his own advertising agency, has joined Ronalds Adv. Agency, Montreal, as a supervising account executive. Recently released from the Navy, he was commanding officer of the U. S. Naval Air Station at Belem, Brazil.

ROY A. SHANNON, former advertising manager of Griesedieck Bros. Brewery, St. Louis, has been appointed director of staff of Maurice Lionel Hirsch Co., St. Louis. Succeeding Mr. Shannon at Griesedieck is Harold N. Neusitz, sales manager of the bottled beer sales force.

JAMES B. KEITHLEY, formerly of Foote, Cone & Belding and Montgomery Ward & Co., is a new addition to copy department of J. Walter Thompson Co., Chicago.

ARTHUR C. VON STEIN, formerly with the National Industrial Information Committee of the National Assn. of Mfrs., has been appointed public relations director of S. Duane Lyons Inc., New York.

A. HARRIS HORTON, who formerly operated his own agency specializing in the advertising and merchandising of men's wear, and more recently executive of the Bowater Paper Co., on Feb. 5 joined the contact staff of Lennen & Mitchell, New York.

ROBERT V. POLLOCK, former television research man with the New York News, will join J. Walter Thompson Co., New York, late this month to write copy on the Pan American Airways account.

LOUISE VAN NUYS, former copy chief and New York representative for Glasser-Gailey Co., Los Angeles agency, is now with Garfield & Guild, Los Angeles, as account executive.

DON MARTIN, who recently resigned as resident manager of Allied Adv. Agencies, Los Angeles, has been appointed business representative of Press Association for the Rocky Mountain area with headquarters in Denver.

EUGENE DOHERTY, former assistant advertising and promotion manager of Sears Roebuck & Co., Los Angeles, has joined Bayard & Eccleston Adv. as production manager.

J. GAY STEVENS, former account executive of Glasser-Gailey & Co., Los Angeles, has joined Garfield & Guild Adv., as Los Angeles office service director.

FIFTEENTH ANNIVERSARY
WSJS 1930 1945
FOR 15 YEARS we've been serving the folks down here in North Carolina's rich "Heart of the Piedmont" . . . They've come to depend on us for consistently good radio listening. . . . And our aim is to keep on giving them that kind of listening for many more years to come.
WSJS
NBC
5000 Watts
600 on the Dial
★
Represented by
HEADLEY-REED COMP

YOU GET MOST OF THE LISTENERS MOST OF THE TIME ON NBC

Where do most town folks shop? On the main street, of course. And where do most western folks "shop" for their radio entertainment? On the *main street* of western listening . . . the NBC Western Division.

Just as the leading stores are located on Main street, so the outstanding radio programs are found on NBC. Summer and winter this Network has more top-ranking shows than any other, presenting for entertainment the best in variety, comedy, music, drama, news coverage, education . . . reason, indeed, that NBC has *most of the listeners most of the time* here in the West—just as it does in other parts of the nation.

The Western Division of NBC has helped widen this main street of western listening, contributing a long list of stellar programs which originate here in the West. Is it any wonder the NBC Western Division offers time buyers an advertising media that is hard to equal?

WESTERN DIVISION

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

of the NATIONAL BROADCASTING COMPANY, INC.

★ ★

A SERVICE OF THE RADIO CORPORATION OF AMERICA

. . . once used to frighten evil spirits

Primitive forms of the trumpet have been found in prehistoric excavations, and African natives still use similar instruments carved from antelope horns or elephant tusks to frighten evil spirits. The Egyptians, familiar with the trumpet as early as 1415 B.C., attributed its invention to the god Osiris.

Start of the "brass section"

The Romans were the first to make the trumpet a "brass" instrument. Used mainly as a bugle by the Roman army, the trumpet was fashioned entirely of brass, had a conical bore, and was about 4 feet long.

By 1500, the trumpet had assumed the shape we know today. About the same time, composers were writing parts for the trumpet in chamber music, and one score, dated 1607, calls for a muted trumpet.

Early "hot lick" artists

Early artists did not utilize the entire range of the trumpet — some specialized in flourishes, others in high notes. A trumpet score with both high and low notes called for two trumpeters, since "high" trumpeters found that playing low notes impaired their ability to reach the unusually high notes called for in the music of the Bach era.

Valves were introduced about 1820, and five years later Prussian bands began using E flat horns. It is the E flat, or soprano trumpet that is most widely used today, since modern composers favor the highest registers of the instrument.

The modern trumpet ranges from 200 to almost 10,000 c.p.s. You will find the bell-like qualities and true tonal perspective of the trumpet most nearly captured by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

Radio Advertisers

FRANK G. CLANCY, vice-president and general manager of Miles Labs, Elkhardt, Ind., was presented with an honorary "Arkansas Traveler" certificate by Arkansas Secretary of State C. G. Hall. Both men are close personal friends of Lum & Abner, native Arkansans who are sponsored by Miles Labs on Blue, Monday through Thursday 8:15 p.m. Certificate was the first given by Gov. Ben Laney of Arkansas since his inauguration.

FAUSTIN J. SOLON Jr., assistant to the vice-president and general manager of the Anacin Co. and the Larned Corp., New York, subsidiaries of the American Home Products Corp., New York, has been appointed general manager of the western division of Whitehall Pharmacal Co., San Francisco, also an American Home Products subsidiary. He will direct administrative, sales and advertising activities for Whitehall in 10 western states. Prior to his association with American Home Products in 1941, Mr. Solon was a news commentator on WFIL Philadelphia and WSPD Toledo.

LYMAN AGENCIES Ltd., Toronto (Tintex), has started one-minute spot announcements at varying weekly frequencies on 17 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

CANADA STARCH Co., Montreal (corn syrup), has started weekly half-hour drama program, The Greatest of These, on CFRB Toronto and CFCF Montreal. Account was placed by Vickers & Benson, Montreal.

DON JUAN LIPSTICK Co., New York, has started thrice weekly transcribed one-minute announcements on four Canadian stations. Account was placed by J. M. Korn & Co., Philadelphia.

WELLMAN, PECK & Co., San Francisco (canned foods), on Jan. 29 started Mon.-Wed.-Fri. 4:45-5 p.m. transcriptions of H. V. Kaltenborn's news commentary on KPO San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

SWELLDOM's, Beverly Hills, Cal. (women's apparel shop), on Feb. 19 starts 55-minute program of recorded music, Dinner Concert, five times weekly on KMPC Hollywood. Contract is for 52 weeks. Firm in addition sponsors a five-weekly newscast on that station as well as nightly 15-minute dispatch from Reuters on KFWB. Velma Cloward Adv., Los Angeles, has the account.

ELITE THEATRE, Beverly Hills, Cal., to promote showing of the Paramount film, Going My Way, on Feb. 20 starts from one-to-five spot daily on KFI KNX KHJ KECA. Contract is for duration of film showing. Agency is Dean Simmons Adv., Hollywood.

W. & J. SLOANE, Beverly Hills, Cal. (furniture), Feb. 19 starts sponsoring nightly series of Xavier Cugat recordings on KFAC Los Angeles. Contract is for 52 weeks. William John Adv., Beverly Hills, Cal., has account.

Arrid Telecasts

CARTER PRODUCTS Inc., New York, has started for Arrid a series of 13 experimental telecasts on WABD New York, Allen B. DuMont station, with Buchanan & Co., New York, producing the programs for the Arrid agency, Small & Seiffer, New York. Series is under the direction of John Hertz Jr. board chairman of Buchanan. First program Feb. 11, a half-hour mystery *The Thirteenth Chime* will be followed on alternate Sundays at 8 p.m. for a few weeks and later every Sunday with different types of programs. For the commercial, an announcer appeared with two models, one of them masked. Copy emphasized that Arrid deodorant will not stain clothes.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Feb. 26 renews for 52 weeks The Lone Ranger on 8 Don Lee California stations (KHJ KGB KDB KFXM KPMC KVEC KVOE KXO), Mon.-Wed.-Fri. 7:30-8 a.m. (PWT). Agency is Dan B. Miner Co., Los Angeles.

DOUGLAS AIRCRAFT Co., Santa Monica, Cal. (employment), adding to its heavy local schedule on Feb. 11 started weekly quarter-hour program of music on KECA Los Angeles. Contract is for 13 weeks. Essig Co., Los Angeles, has the account.

WOULF & URY, Oakland, Cal. (jewelers), placing direct, has started schedule of daily five-minute newscasts on KROW Oakland.

LEWIS DOG FOOD Co., Los Angeles (dog food), in addition to a five-weekly five-minute newscast on KMPC Hollywood, is using a daily schedule of spot announcements on six Southern Cal. stations. Agency is Elwood J. Robinson Adv., Los Angeles.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), on March 3 starts weekly quarter-hour transcribed musical program on KECA Los Angeles. Contract is for 13 weeks. Agency is Gerth-Pacific Adv., Los Angeles.

FOREST LAWN Life Insurance Co., Glendale, Cal. (insurance), on Feb. 11 started weekly transcribed series, Strange As It Seems on KGB San Diego. Contract is for 52 weeks. Firm also sponsors weekly quarter-hour of recorded music on KECA Los Angeles. Dan B. Miner Co., Los Angeles, has the account.

DR. SALTZMAN, Los Angeles (optometrist), Feb. 12 started weekly participation in Floretta's Musical Scrapbook on KFAC Los Angeles. Contract is for 8 weeks. Placement is through Paul Winans Adv., Los Angeles.

PACIFIC AVIATION Inc., Los Angeles (defense plant), in a campaign to recruit skilled and unskilled help, has started thrice-weekly participation in Eleven O'Clock News on KNX Hollywood. Agency is Dean Simmons Adv., Hollywood.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000	Jewish	speaking persons
1,523,000	Italian	speaking persons
1,235,000	German	speaking persons
660,000	Polish	speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

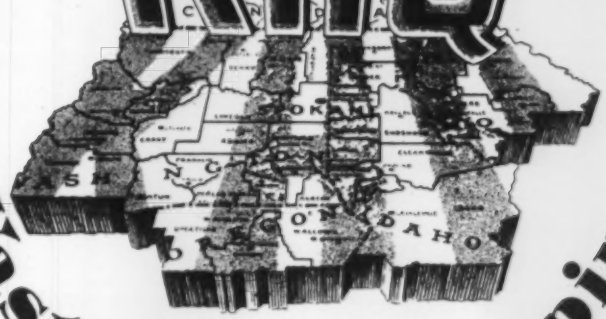
WBNX
5000 WATTS DIRECTIONAL OVER NEW
America's Leading Foreign Language Station

5000 WATTS

WORLD'S WIDER MARKET
MEMORABLE BETTER BUY
BATTLE GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

Completely Covers the KHQ Vast Inland Empire



The "Big Stick" swings into place. Powerful cranes and railroads supplement trucks and rivers in transporting logs to the area's nearly 400 sawmills. Lumbering is big business here, assuring a never-failing source of wealth and payrolls for post-war years.

The "Big Stick" of selling — creating "Consumer Acceptance" — can be done effectively, economically, and speedily —when KHQ is your medium. Its complete coverage of this area assures all three —at the cost of just one medium. It's a "First" in any Advertising Budget.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

IN PITTSBURGH—
considering cost—then coverage—
YOU'LL BUY KQV

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

Radio to Promote Red Cross Drive

Army, Navy Offer Material For Use of Stations

RED CROSS Radio Day Feb. 28 will open the $200,000,000 War Fund Drive incorporating both network and individual station participation. The Drive will continue through March.

The four major networks plan to devote some portion of each commercial or sustaining program on the opening day to the Red Cross drive. In addition, OWI has scheduled 16 network programs. CBS will climax its day's activities with a half-hour dramatic program 11:30-12 midnight by William M. Robson.

Net Coordinators

Similar to techniques followed during War Bond drives, the networks have appointed coordinators to work with the National Red Cross Radio Section. Network coordinators are: CBS, Roy Langham; NBC, Dwight Herrick; Blue, Tom Velotta; Mutual, Tom Slater. Red Cross representatives are: Maurice Robinson, assigned to work with CBS; Julie Dickinson, formerly with OWI and Lord & Thomas, NBC; Max Ehrlich, former New York freelancer, Blue; Loretto Larson, formerly with Arthur Myerhoff & Co., Chicago, Mutual.

Radio activities for ARC are supervised by F. Bourne Ruthrauff, vice-president and partner of Ruthrauff & Ryan, on leave to the Red Cross as executive director of publicity in charge of media, and by James Hart, chief of the Radio Section. All radio plans have been formed in cooperation with OWI.

Martin Codel, former part-owner and publisher of BROADCASTING, has been appointed volunteer director of radio for the campaign in the North Atlantic Area Office of ARC, working under Herb Carman, director of public relations.

Since the bulk of Red Cross funds is directed toward the comfort, welfare and recreation of the armed forces, the public relations offices of the Army and Navy in all parts of the world have been instructed to supply directly promotion material to local stations and Red Cross chapters. In cooperation with Red Cross personnel in the various theatres of war, both services are preparing live programs and front-line recordings to tell the Red Cross battlefront story. Some programs will be relayed by shortwave for rebroadcast while others will be recorded and flown to the U. S.

Col. Edward M. Kirby, Chief, Radio Branch, Bureau of Public Relations, War Dept., and Lt. Comdr. Charles Dillon, Officer-in-Charge, Radio Section, Office of Public Relations, Navy Dept., are directing the worldwide efforts of their respective services in behalf of ARC.

Available for local sponsorship, a series of 14 transcribed quarter-hour dramatic programs, titled *Unfinished Business*, featuring to radio talent, has been produced ARC national headquarters, to distributed to local stations throu Red Cross chapters. First progra features messages by Bob Ho Jack Benny, Bing Crosby a Dinah Shore. Full AFRA and m sic clearance has been obtained.

OWI messages will comme Feb. 26 and continue throu March 25. Starting Feb. 19 a continuing until start of act allocations, OWI special assig ment division is placing predr messages on several network pr grams. Local coverage will be ha dled through cooperation of loc chapter radio chairmen and OW regional representatives with ind vidual stations. Front-line recor ings and similar material will b made available.

Part of considerable promotio planned by Doughnut Corp. o America for the ARC campaig consists of a series of 12 five-mi ute transcribed dramas relati true stories of Red Cross girls i the battle areas. Discs are bei distributed nationally to bakers fo placement on local stations or fo inclusion with regular programs.

50 kw Diathermy

BACK in New York last week en route to the Pacific area, Paul von Kunitz, formerly chief engineer of WINS New York, now with the OWI, told how he used the OWI's 50,000 w transmitter in Algiers to give himself and two U. S. Army men diathermy treatment to hasten recovery from internal injuries received a year ago during construction of another station in Africa. Mr. Kunitz wired two tin plates, attached to plywood panels, to the end of the rhomboid antenna used for the station. "Each plate was held to my chest and back by an Italian prisoner of war," he explained, "and during each treatment I could hear clearly the OWI psychological warfare programs beamed to Germany and Italy going out over the transmitter."

WITH
REX DAVIS
4 TIMES DAILY

WKZO gives you ALMOST ALL of Western Michigan—

WJEF gives you THE REST!

When you buy WKZO in Kalamazoo, you get top coverage of everything in *eighteen* Western Michigan counties — except a really "local station" following in Grand Rapids. Grand Rapids is big enough to want, and to deserve, full-time local programming. That's the why of WJEF — a brand-new CBS station *in Grand Rapids*, owned and operated by the Fetzer Broadcasting Co. — and sold at a bargain rate in combination with our WKZO!

WKZO covers 630,762 (daytime) in Western Michigan. WJEF gives you a quarter-million people in and near Grand Rapids. Local merchandisers who know *what's what* are flocking to the new combination. That's the *proof* it's a needed service. May we tell you the whole story — or would you prefer to ask Free & Peters?

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives

PILLSBURY MILLS Inc., Minneapolis, will promote its complete line of food products with a spring seed offer of $1.75 worth of flower and vegetable garden seeds for 25 cents plus the word Pillsbury clipped from any package, in its advertising program for February and March. Radio will be used to announce offer. Commercials will be presented on Pillsbury's *Grand Central Station*, CBS network half-hour weekly show, and on three weeks of spot radio beginning Feb. 19 on 125 stations. Agency is McCann-Erickson, Minneapolis.

* * *

Chesebrough Contest

FOURTH annual contest for the best radio scripts, for production on Chesebrough Mfg. Co.'s *Dr. Christian* program on CBS, open through March 31, this year offers a $1,000 award to the second prize winner in addition to the grand prize of $2,000. Writers of other scripts selected for use on the program will receive from $150 to $350 in cash prizes. Agency for the Chesebrough Mfg. Co. account is McCann-Erickson Inc., New York.

Merchandising & Promotion

Pillsbury Offer—Personalized Letterhead
Musical Menu—WCAP Talent Search

Slogan Contest

WAR BOND award contest to find a new slogan for Maxwell House Coffee was announced Feb. 1 by General Foods Corp. on *Maxwell House Coffee Time*, NBC Thursday 8-8:30 p.m. A $5,000 Bond will be awarded to the winner submitting the "12 words or less" winning slogan. Contest which runs from Feb. 1 to Feb. 23 is being promoted on the NBC program and "teaser ads" drawing attention to the show were scheduled to run Feb. 8, 15 and 22 in 91 newspapers in 87 cities. Agency is Benton & Bowles, New York.

* * *

Service Letters

TO PROMOTE public service and other special feature programs, KRNT Des Moines is sending letters on the events to civic leaders and other important persons in the community.

WCKY Casualty

NEWS-O-GRAPH operated by WCKY Cincinnati since June 1940 over the Queen City's historic Fountain Square was turned off at midnight Feb. 1 in compliance with the WPB order to conserve electricity. The board has been flashing news bulletins by means of hundreds of electric lights for 34,000 hours and during the period was observed by more than 130,000 persons daily.

* * *

Personalized Letterhead

PUBLICITY releases from WCAE Pittsburgh instead of being headed with station letterhead now feature a personalized cartoon or something similar having to do with the recipient of the release. Mitch DeGroot, WCAE promotion manager originated the idea and Vernon Lind prepared the caricatures used.

Musical 'Menu'

PIRRONE WINERIES, Garfield, N. J., promotes *Music a la Mood*, recorded music program on WP... Paterson, through distribution ... month of a double-folder listing ... selection to be played. Decorated ... colored illustrations of wine, and ... ner menu, promotion piece, is ... distributed to dealers in the New Y... metropolitan area and to listeners ... request. Company recently renewed ... 52 weeks the six weekly 25-minute ... gram and added a full hour Sun... Folder also mentions Pirrone ... sorship of *Band Revue* on WA... Newark. Agency is Lloyd, Chester ... Dillingham, New York.

* * *

WCAU Campaign

TO SPOTLIGHT its local program... and commentators, WCAU Philade... phia is starting a threefold promotion plan. Station has entered into a ... month posting contract on Railway Express trucks, with posters change... monthly on trucks in the Philadelphia area, 12 Pennsylvania and two ... Jersey communities. Programs ... moted on the posters also will be ... tured in ads in Pennsylvania and ... Jersey newspapers. Katherine Cle... WCAU commentator will send a new... letter to 65 schools of the area, de... ing with the subject of subsequent broadcasts of the *School of the ...*

* * *

WCAP Talent Search

TO FIND the potential voices of ... morrow, WCAP Asbury Park, N. J. ... conducting a talent search in the Mo... mouth County high schools to discover the best male and female vocal... among the students. Each school ... holding a series of contests to select ... most talented voices, with the win... of each group entering the final ... petition starting April 4 on a series ... special programs over WCAP. Your... man and lady adjudged best will be ... awarded a contract to appear regularly on the station, as well as a ... Bond or its cash equivalent.

* * *

WLS Brochure

TO SHOW how the "Lincoln Le... Market" (Illinois, Indiana, parts ... Wisconsin and Michigan) is covered ... and how productive the market ... WLS Chicago has issued a 96-page ... brochure showing retail trading area... buying income, population and other ... statistics. Brochure is illustrated.

* * *

Music Contest

WHN NEW YORK, in cooperation ... with Mills Music Inc., New York ... publisher, is conducting an "Unknown ... Songwriters Competition" on *Wel... bone Party*, weekly half-hour program... Each week's winner will have chance ... to compete in finals held every ... weeks, with winning song to be pu... lished by Mills Music each time.

* * *

KGHF Tour

ARRANGEMENTS were made last ... week for the entire sales staff ... Crews-Beggs Dry Goods Co., large ... Pueblo department store, to visit the ... studios of KGHF, local station. Week... ly tours are being conducted, with ... each buyer heading his own group. ... Store sponsors John B. Kennedy, Blue ... commentator, on KGHF.

* * *

Promotion Highlights

WOR NEW YORK has released a ... brochure highlighting various presen... tations and promotion booklets issued ... by the station from 1935 to 19... Review of the 1944 brochure "This is ... WOR" points out that the WOR ... since 1935 has grown from about 2... to more than 300.

* * *

KGER Map

KGER Long Beach, Cal. covers ... map with market statistics compre... double-fold mailer illustrated in ... black and white. Per capita income, ... effective buying incomes, retail and ... radio homes total as well as station ... field measurements are cited.

WEBR SELLS YOUR PRODUCT TO THE RICH BUFFALO AND WESTERN NEW YORK MARKET AND DOES IT AT LOWEST COST

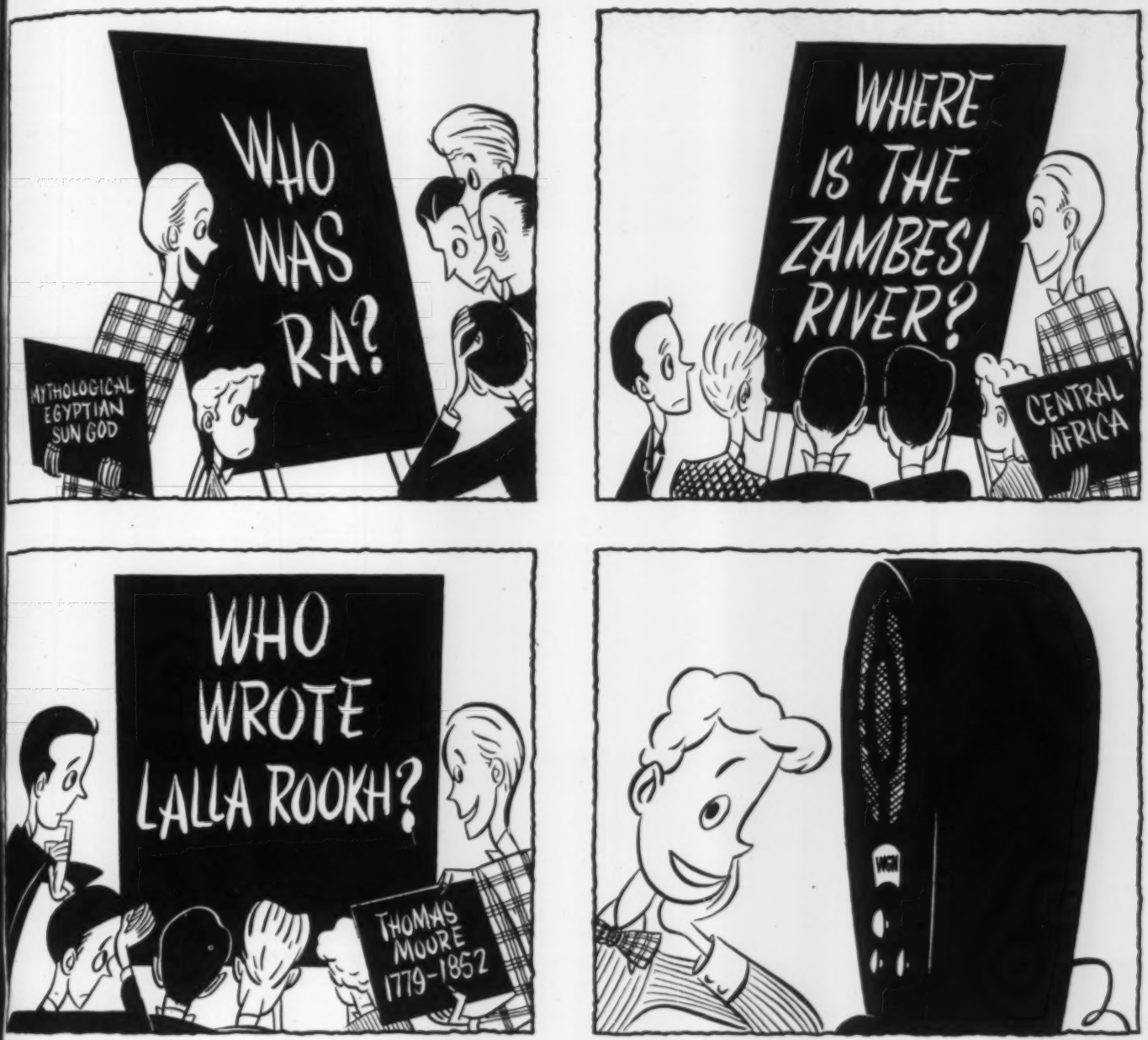
No need to pay fancy prices to tell your story to the Western New York Market! 65% of the population and 70% of the total retail sales of the eight county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO ... well within WEBR'S primary service area

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

Nationally Represented by
WEED & CO.



Little Elmer says: "You don't have to be a quiz expert to know that WGN's the one answer to leadership in local and national spot business on major stations in Chicago."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

NORTH CAROLINA
IS THE SOUTH'S
No.1 AGRICULTURAL STATE

CASH INCOME AND GOVT. PAYMENTS
Source: — Department of Agriculture, 1940

WPTF
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 KC)
IS NORTH CAROLINA'S No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

OWI PACKET, WEEK MARCH 12

Check the list below to find the war message announcements you will broad during the week beginning March 12. OWI transcriptions contain six 50-sec announcements suitable for sponsorship and three 20-second chain breaks on s side of discs. Tell your clients about them. Plan schedules for best timing these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	Tra
Food Prices	X	--	--	--	--	--	--
Merchant Marine	--	X	X	X	X	--	--
Army Nurses	X	X	X	X	X	--	--
Red Cross	X	--	X	--	X	X	X

See OWI Schedule of War Message 151 for names and time of programs ca ing war messages under National Spot and Network Allocation Plans.

Epperson Joins RCA

J. B. EPPERSON, until recently with the Operational Research Branch of the Office of the Chief Signal Officer, has joined the Broadcast Transmitter Section of RCA. The author of several technical papers on radio, Mr. Epperson joined the engineering staff of WNOX Knoxville while attending the U. of Tennessee in 1928. From 1931-38 he was chief engineer of the station until he became chief engineer for Scripps-Howard Radio Inc., which operated WNOX, WMPC Lapeer, Mich. and WCPO Cincinnati. During this time, he supervised the building and installation of new equipment for WMPS Memphis and WNOX. He was attached to the office of Maj. Gen. H. C. Ingles, Chief Signal Officer, in 1942.

Majestic Disc Firm

MAJESTIC Records Inc. is a new company formed in New York for the recording, manufacturing and selling of phonograph recordings, with James J. Walker, former New York mayor, as president. Eugene A. Tracy, president of Majestic Radio & Television Corp., Chicago, owner of the new company, made the announcement. Firm was formed by a merger of three concerns in the recording field: Transcriptions Inc., New York; Classic Record Co., New York; and New Jersey Plastics Inc. Eli E. Oberstein is executive vice-president; Parker H. Ericksen, vice-president; C. E. Underwood, treasurer; Curtis Franklin, secretary.

SPECIAL OWI SPOT AID COAL SHORTAG

A 29-YEAR-OLD production re ord in the two big Appalachi mining areas was broken, t Solids Fuels Administration f War revealed, as a result of O appeals to workers living in st tered sections throughout the fie broadcast on 12 stations blanket the areas.

Emergency spot announcemen were telephoned by the OWI f day, Jan. 26, to the stations urg all workers to report over the w end for an extra-long w week. The heavy turnout of w ers, despite bad weather w made travelling difficult, e considerably the tight fuel si tion which threatened stoppag important war plants.

Stations airing the special s sages were: West Virginia—WJ Beckley, WCHS WGKV Cha ton, WSAZ Huntington, WL Logan, WBRW Welch; Kentu —WCMI Ashland, WHLN Har WLAP Lexington; Tennes WBIR WNOX WROL Knoxvill

On Security Board

RESEARCH Board for Nati Security has been established the National Academy of Scien with the purpose of continuing close cooperation between civi scientists and the armed servi that has existed during the w Among those serving on the Boa are Maj. Gen. Harry C. Ingl Chief Signal Officer, U. S. Arm Oliver E. Buckley, president, B Telephone Labs.; Zay Jeffries, v president, GE.

Folks Turn First to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts
Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

First in Prestige
First in Audience
First for Advertiser

KOIN
PORTLAND, OREGO
CBS Affiliate

FREE & PETERS • National Representa

The Great Manhattan Farmyard

BELIEVE IT OR NOT—more people are engaged in farming—in the WEAF Primary Area alone—than in the entire state of Nebraska.

● These people are enjoying a great prosperity—with farm mortgages and debts at a 28-year low and farm income at an all-time high.

WEAF caters to these prosperous people with a program constructed especially for them—Mert Emmert, "The Modern Farmer," broadcast each weekday from 6:30 to 7:00 A.M.

Mert is a farmer himself. He talks the farmer's language. From Massachusetts to Maryland, he has become the close friend and trusted counsellor of thousands who know that he understands their needs and problems—for he has visited many of them personally, and has broadcast direct from their fields, their barns, their dairies, their poultry houses, and their fairs and stock shows.

NOW THIS PROGRAM—of information and entertainment—is ready for sale—along with its established and loyal audience in Manhattan's busy farmyard extending from Cape Cod to the Potomac.

With farmers eager and waiting to buy hundreds of new devices for the farm and home, clothing, processed foods, machinery, radios, automobiles, trucks, gasoline, tires and countless other articles, you'll find it worth-while to learn more about Mert Emmert, "The Modern Farmer." Contact NBC Spot Sales now.

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

For Sale!

"YOUR WASHINGTON MAN"

JAMES G. (JIM) CROWLEY

The Perfect Once-A-Week Transcribed Quarter Hour Custom-Built For Local Sponsorship!

Here's a sponsor-tested, time-proven 15 Minute Show, plattered in Washington for special air-shipment to you every Thursday, featuring a top-flight commentator in the person of James G. Crowley.

JIM CROWLEY KNOWS WASHINGTON. His weekly commentary on world wide events as Washington sees them, is definitely unique—fresh, sparkling, and authoritative. His occasional guests include the capital's biggest names. Crowley's microphone performance stamps him as a radio "natural" with universal audience appeal.

"YOUR WASHINGTON MAN" is individualized for **every** sponsor! Direct tie-ins by Crowley on each broadcast, with sponsor's name and product mentioned preceding cue to local announcer for live commercials.

COST: 40% of rate card, less 10% agency or sales commission. Minimum charge, $25 per program. All recordings aluminum base, cut to N.A.B. standards. Write, wire or phone for additional information. Exclusive coverage guaranteed. Sample transcription available.

FACTS ABOUT JIM CROWLEY

- ★ Former Mutual Network "White House Reporter."
- ★ Now rounding out full year for single sponsor on WJR and WWJ.
- ★ Former Contributing Editor of TIME Magazine.
- ★ Now Associate Editor Whaley-Eaton Service, "Standard Washington Authority for 25 Years."

NEFF RADIO PRODUCTIONS

1803 STROH BLDG.—PHONE RANDOLPH 3006—DETROIT (26) MICH.

EPRESENTATIVES of U. S. and Canadian networks at the CAB con-tion, seated (l to r) J. Sills, Mutual; Ralph White, CBS; Wm. Hedges, BC; Dr. A. Frigon, CBC. Standing, H. G. Walker, CBC Dominion; E. Weir, CBC; Omer Renaud, CBC French; N. J. Ostby, Blue.

CAB Meeting Approves BBM

(*Continued from page 15*)

back into the stations more ney than is being paid in inter- on capital invested, Mr. Ban-man said, and "that's the way ould be, for only by giving the service possible to its listeners any broadcasting station hope ontinue and develop with the ving art."

e urged broadcasters to guard ainst one-sidedness from special ests and pressure groups, no tter from what strata of our al world they may come. . . . day is a testing time for both blicly-owned and privately-owned adcasting systems. If either or h lose touch with the funda-ntal requirements of the listen-public, then radio will fail to its rightful part in the life of nation."

A standardized radio libel and nder act has been prepared and mitted to the various provinces Canada, Jos. Sedgwick, CAB nsel, told the meeting in his re-t. Himself a member of the com-tee which prepared the draft in which radio will be men-ed, he said radio was being ated in the same way as news-ers and that stations would be olutely liable for defamation. e draft law has been submitted the stations for their comments, suggestions are being made to cover negligence beyond the station's responsibilities.

Sincere, factual statements in commercials are preferred by Canadian listeners, according to the pilot door-to-door survey in the principal cities of Canada, E. W. Reynolds, vice-chairman of the Joint Committee on Commercial Continuities, reported. Dramatized commercials came next in popularity, then jingles, and testimonials were the least liked as they were not considered sincere.

The survey was made by Canadian Facts Reg'd, Toronto, as an undertaking of the committee which is made up of CAB members, advertisers and agency executives. It followed a survey made among station managers earlier, and asked the same questions that managers had been asked. The CAB membership decided to continue to support the committee and its work, suggested other angles for it to probe in the furtherance of better commercials, and voted $2,000 to pay expenses of more surveys among listeners for 1945.

BBM Meeting

More publicity on the CAB Code of Ethics was voted unanimously by the convention. It was decided to print the code so that it may be displayed prominently at all member stations. As the result of a suggestion by Ben Pollett of Compton Adv., New York, the code will be summarized for broadcasting by member stations from time to time to further publicize the fact that private broadcasters are regulating themselves.

Annual meeting of the Bureau of Broadcast Measurement(Canadian BMB) was held Monday afternoon, preceded by an open meeting to present the BBM report to all those attending. How well the BBM idea is going over in Canada, where it started a year ago, is shown by the fact that more than half the Canadian stations, or 49 in number, are members of BBM and already have had their first reports printed on the controlled mail ballot method. Practically all Canadian advertising agencies, 43 in number, are members of BBM, along with 40 advertisers and 7

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

Four stations owned and operated by James N. Nunn and J. Lindsay Nunn represented by The John E. Pearson Co.

CBC RADIO CANADA

CBC MOVES TO NEW ADDRESS

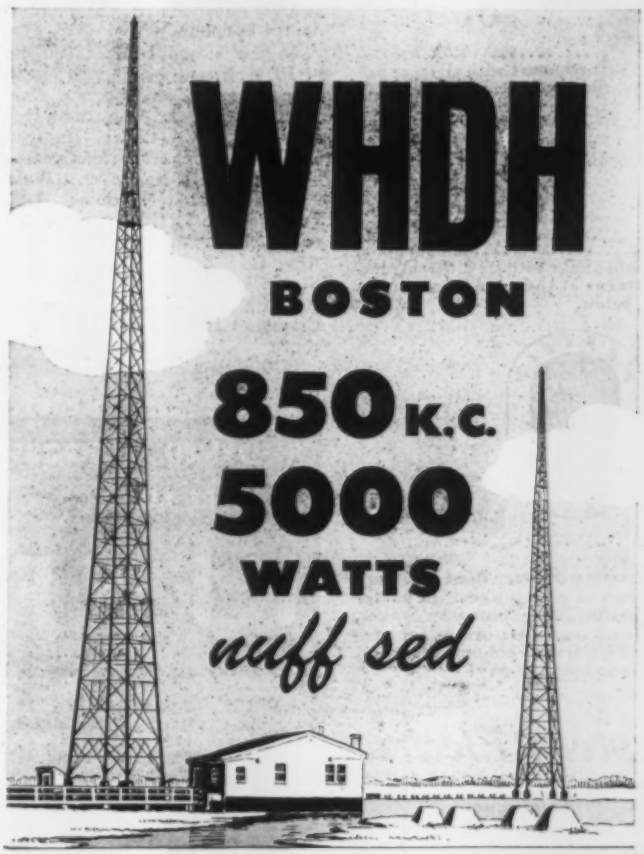
On February 12th CBC Toronto Offices moved from their former quarters at 55 York Street to newer and larger premises. The new address of

NATIONAL PROGRAM OFFICE
COMMERCIAL DIVISION
STATION RELATIONS DIVISION
TRAFFIC DEPARTMENT
PRESS AND INFORMATION SERVICE
is

354 JARVIS STREET
TORONTO, CANADA
Telephone Midway 5481

CBC Toronto Studios, CBL and CJBC, will remain for the present at 805 Davenport Road, Toronto—KEnwood 9411.

CANADIAN BROADCASTING CORPORATION



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

HOW MANY CAN YOU NAME?

1.

..... MICROPHONE.
First successful commercial mike. Became early symbol of broadcasting.

2.

..... MICROPHONE.
One of first mikes that could be used on movable boom mounting.

3.

..... MICROPHONE.
First Dynamic. Rugged, noiseless, compact, needed no polarizing energy. Still popular.

4.

..... MICROPHONE.
Small, spherical, responded equally to sound from any direction. Lots in use today.

5.

..... MICROPHONE.
Directional with slide-on baffle, non-directional without it. Low cost. Extended frequency range. Ideal for remotes or Studios. In popular demand today.

6.

..... MICROPHONE.
The famous mike with six different pick-up patterns at the turn of a switch. Shown below.

Every one is a Western Electric. Every one marked a step ahead in better broadcasting. For post-war mikes, broadcast transmitters, speech inputs, components—count on Western Electric to lead the way!

Buy War Bonds—and hold them!

Western Electric

ANSWERS
1. *Carbon Button* 4. *The 8-Ball*
2. *Condenser* 5. *Salt Shaker*
3. *The 618* 6. *Cardioid*

Canadian radio station representatives, Lou Phenner, president of BBM reported.

A detailed history of BBM, the reasons for its establishment and a summary on the meaning of its report were given by Adrian Head of J. Walter Thompson Ltd., Toronto, followed by a description of the mechanics of obtaining the data by Walter Elliott, research counsel of BBM. More than one hour and a half of questions were leveled at the BBM board of directors by the audience.

It was pointed out by BBM board members that the first year's work has not brought a finished product. Many individual situations require study, such as population and geographical conditions affecting reception as in the Montreal district and in British Columbia.

Walter Elliott in explaining the mechanics of obtaining data reported that 400 ballots had been sent on a population proportionate basis to each of the 216 counties and census divisions in Canada, and that 75% of the ballots had been answered after three follow-up letters within a month. From the figures, primary, secondary and tertiary coverage maps have been assembled.

J. Harold Ryan, NAB president, told Canadian broadcasters and industry members what had been accomplished by BMB to date as a result of the current district meetings. He and Fred Gamble, AAAA; Barry Rumple, NBC; Paul Peters, NAB; Dr. F. Stanton, CBS, sat with BBM board members and answered questions of Canadian industry members.

At the closed business meeting of BBM, a new board was elected, consisting of Lou Phenner, Canadian Cellucotton, Hamilton, Ont.; A. Usher, RCA-Victor, Montreal; C. Vint, Colgate-Palmolive-Peet, Toronto; A. Head, J. Walter Thompson Ltd., Toronto; H. M. Tedman, J. J. Gibbons Ltd., Toronto; J. A. MacLaren, MacLaren Adv. Co., Toronto; H. N. Stovin, Stovin & Co., Toronto; W. T. Cranston, CKOC Hamilton; E. A. Weir, Canadian Broadcasting Corp., Toronto.

With a general Canadian election expected at an early date, the CAB went on record that its member stations confine political broadcasts to a minimum of a half-hour at a time, preferably 15 minutes, and that there must be at least a half-hour between all political broadcasts on any station, whether those broadcasts are for local or national political groups, whether carried locally or through any of the Canadian networks.

A luncheon was tendered on Wednesday by the Quebec Broadcasting Assn.

CAB BOARD

THE 1945 Board of Directors of the CAB follows: Harry Sedgwick CFRB Toronto, chairman; G. R. A. Rice CFRN Edmonton, vice-chairman; Wm. C. Borrett CHNS Halifax; Fred Lynds CKCW Moncton, N. B.; Phil LaLonde CKAC Montreal; A. Gauthier CHLT Sherbrooke, Que.; Ted Campeau CKLW Windsor-Detroit; Ken Soble CHML Hamilton; F. H. Elphicke CKWX Vancouver; Gerry Gaetz CKRC Winnipeg; A. A. Murphy CFQC Saskatoon. Glen Bannerman was reappointed president and general manager, Jos. Sedgwick, counsel, and T. A. Evans, sec-treas.

WAKEFIELD LEAVES SOON FOR LONDON

FIRST MEMBER of the FCC to go to a war theatre will be Commissioner Ray C. Wakefield, who leaves shortly for London with an American delegation to negotiate Government cable rates with the British communications authorities. The assignment is expected to take several weeks and may carry the delegation to other points.

Arranged by the State Dept., the conference will have no immediate radio aspects, since no problems have arisen regarding radiotelegraphy or broadcast pickup accommodations or rates.

Others in the delegation will include Harvey B. Otterman, assistant chief, Dept. of State Telecommunications Division; Marion H. Woodward, chief of the FCC's International Division; Lt. Col. Orla St. Clair, Signal Corps, and John R. Hyland, Western Union. A representative of commercial cables now in London will be assigned to the delegation.

INFORMED SPONSORS ARE BUYING

KFNF

"The Friendly Farmer Station"

SHENANDOAH, IOWA

1000 w. 920 k.c.

Frank Stubbs, Mgr.

ON THE LOOK-OUT FOR MORE IDAHO SALES!

KSEI
POCATELLO · IDAHO

Durham

North Carolina's third largest
City and county are compact
easily sold as one unit. Du
County, 1940 U. S. Census—80.

Tobacco

Big chunk of Durham's $23 mi
industrial payroll goes to tob
workers. Durham makes 25% o
the cigarettes made in U. S.
truly the tobacco.

Center

Of the world. And what an inexp
sive market to reach. You can d
nate at 250 watt rates. Don't m
the cigarette shortage. Cash in
scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson

FEW STATIONS IN THE NATION . . . CAN EQUAL KOA's DOMINANCE!

SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN LISTENER LOYALTY!

In NBC's 1944 Nationwide Survey of Listening Habits, radio families in seven of Colorado's largest cities, named KOA as the station "listened to most" at night by 59% to 79%.

In Denver alone, KOA leads the "Network B" station in "listened to most" by 150%—and all network stations in Denver combined by 62%.

Radio families in Wyoming's four largest cities named KOA as the station "listened to most" by 74% to 91%.

Frankly, we're quite proud of this record, and KOA's advertisers are happy, too. They're using KOA and firing away with this sure fire sales-weapon.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68%

*NBC Survey "1077 Cities" **Ross-Federal Survey

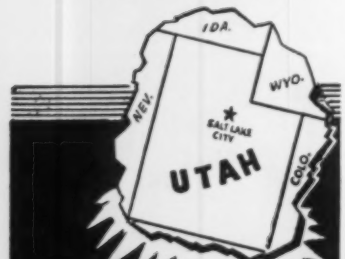
FIRST IN DENVER

KOA

50,000 WATTS 850 KC

REPRESENTED NATIONALLY BY NBC SPOT SALES

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

New Labor Bill by Monroney Would Block Petrillo Tactics

REFLECTING strong sentiment in favor of legislation to tackle the Petrillo problem on a broad front, Rep. Monroney (D-Okla.) last week introduced a bill (HR-2121) "to confer jurisdiction in the U. S. courts in cases involving work stoppage for illegitimate and non-labor purposes". The measure, originally introduced before the 77th Congress, would amend the Anti-trust Act to restrict monopolistic practices on the part of labor as well as management.

Rep. Monroney told BROADCASTING his bill would cover the various AFM demands upon radio which have been brought before the War Labor Board and National Labor Relations Board for determination but that his overall objective is to curb monopolistic or coercive tactics by any labor organization. He said that when he previously offered the bill he was more concerned with problems in other industries. Mr. Petrillo's activities, he thought, would no doubt stimulate interest in the measure which has been referred to the House Judiciary Committee.

Specifically, the bill would prevent the current dispute now before the NLRB involving platter jurisdiction at the NBC and Networks. A provision in the prohibits any organization inducing or requiring an employer "to deal with, to recognize or employ members of one labor ganization instead of members another labor organization the latter has been designated clusive representative of the appriate labor unit for the purs of collective bargaining purs to the National Labor Relations Act and provided such latter is free from domination or interference in its formation or administration by the employer. Thus, the bill strikes at the defiance of the NLRB certification of NABET as the bargaining unit for turntable operations.

Another provision hits directly at make-work, featherbedding, minimum quota, and standby practices of the AFM. This section of the bill makes it unlawful "to induce or require any employer to employ, or to pay any wages, salary, or other compensation to any person when such person is in fact in excess of the number of persons reasonably required to perform the work in which the employer is engaged".

A third provision is apparently aimed at efforts of unions to

Another Bonus for You in Kansas City!

KCMO Power Up

Now 5000 Watt Coverage

DAY AND NIGHT

with no increase in rates

Recent nighttime power increase from 1000 to 5000 watts, gives KCMO a strong, extended signal through the entire 20-hour broadcasting schedule . . . assures a tremendous increase in KCMO's already large evening audience . . . makes KCMO the best time buy in Kansas City.

For this increased power is a bonus to KCMO advertisers . . . there has been no increase in KCMO rates. With power, programming, and promotion now second to none in Kansas City, KCMO delivers more listeners per dollar than ever before.

Don t miss your chance at choice KCMO availabilities. Take advantage of this outstanding bonus opportunity by getting in touch with your nearest John E. Pearson office today.

Represented by John E. Pearson Company
New York • Chicago • Kansas City

GO PLACES IN KANSAS CITY WITH

KCMO 5000 WATTS

E. K. (JOE) HARTENBOWER • GEN'L. MGR.

Kansas City's Basic-and ONLY-BLUE Network Station

Without this

No touchdown

Unless the ba lands in the hands of the end, i an incompleted pass. In radi unless an audience "catcher your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER, President — GEORGE H. ROSS, General Manager

FREE & PETERS, Inc., Natl. Rep.

l technical progress in order safeguard employment. It pro- its activities by organizations require an employer to impose reasonable restrictions upon the of any materials, machines or ipment" but permits restrictions ated to the welfare of employes they are required in good faith part of a temporary program retard technological unemploy- nt by providing an orderly nge in the methods of produc- or distribution or to forestall imposition by the employer a speedup system".

Effective Handling

Rep. Monroney's bill was re- ded in many quarters as a more ective handling of Petrillo prac- es than the Vandenberg bill 63), which recently passed the nate, and similar measures which confined to narrow fields of M activity. The *New York Times* pliments Mr. Monroney for ing "the courage and clear- tedness to introduce a bill that ks not merely to curb Mr. Pe- lo personally but to curb some the antisocial practices in which latter has been one of the chief enders. . . .

"Here at last", concludes the es, "is a measure that would ike at the evil of make-work ctices which are still tolerated spite of a national labor short- e, and at a time when every use or waste of labor postpones day of victory in war."

eanwhile, the House scheduled rings for Feb. 22 and 23 the Vandenberg bill before the full Committee on Interstate & Foreign Commerce of which Rep. Lea (D-Cal.) is chairman. It could not be learned whether any witnesses would appear in opposition to the measure but it was expected that Dr. Joseph E. Maddy, director of the National Music Camp, Interlochen, Mich., which was recently blacklisted by the AFM, would testify in support of the bill.

Acting with dispatch, the NLRB also scheduled oral arguments on the NABET-network-Petrillo platter turner dispute for March 6 before the full Board in Washington. The hearing will provide the AFM its last opportunity to contest the recommendation of Howard Meyers, trial examiner, that the Board issue an order requiring the networks to confer platter turner jurisdiction on NABET regardless of AFM strike threats.

Film Video Plan

STARTING with his next motion picture, Andrew Stone, United Artists producer, will televise all future productions, plans having been completed whereby he will record each scene of his forthcoming film by both motion picture and Telecine camera. Patrick Michael Cunning, Hollywood, will be associated with Mr. Stone. Only close-ups will be recorded.

1 OUT OF 6 ADULTS DIES OF CANCER

YOU MAY BE THE ONE TO GIVE!

Eminent scientists lack funds for experiment . . . cancer clinics are starved for equipment . . . money is needed to care for advanced cases.

Five million dollars a year might cut the deaths from cancer. Might save you, one dear to you. Yet Americans give less than one million dollars. Do your part! Send us anything from 10¢ to $1,000. Every bit helps!

AMERICAN CANCER SOCIETY
350 Fifth Avenue
New York 1, N. Y.

Magic Market of 1945
The Knoxville Market is the business sensation of the nation. Within the past five years city population has doubled—retail sales and banking activity have tripled.
WROL, for 17 years Knoxville's home town station, provides one station coverage of this magic market. Solid, low-frequency radiation on 620 kc. insures complete coverage of the entire area.
We invite you to share this increasing wealth with us. You can sell America's Industrial Wonderland with WROL.
WROL Knoxville
NBC for EAST TENNESSEE
JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

Kellogg's

. . . another of the Nation's Leaders Using *The BLUE Network!*

A Giant of the Cereal World, Kellogg serves the homes of America two and-a-half hours weekly of crisp entertainment over the BLUE. The fillip is the nation's top daytime show, "Breakfast-at-Sardi's," which Kellogg carefully pre-tested on the big audience, low-cost Pacific BLUE Network to assure T. C. success.

You can use KELLOGG'S "Pre-Test" FORMULA on the PACIFIC BLUE to Success, Too!

As with the phenomenal "Sardi's," Kellogg is pre-testing a new show "Tom Breneman's Highlights," Friday nights on the Pacific Blue; already this daring daytime format shows promise of capturing a night-time Hooper as well. You will find good times open and many fresh, virile package-programs at the BLUE which can follow the Kellogg formula and lead you to success. See us now in...

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh

PACIFIC BLUE NETWORK

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

Sees Video in Color

TELEVISION with natural color within two years after the war was forecast last week by Clyde M. Hunt, chief engineer of WTOP Washington, speaking before the Washington Chapter of the DAR. Mr. Hunt praised the FCC for its efforts in urging manufacturers to seek a higher standard of performance before releasing television receivers for household use. The story of television transmission and reception in non-technical terms was a feature of Mr. Hunt's address. Mr. Hunt is secretary of the RTPB Committee on Allocation, Panel 4—(Broadcasting) and is a member of the Institute of Radio Engineers. He has been chief engineer of WTOP since 1936.

Rival Musicians Union Is Proposed by NABET

CHARGING that James C. Petrillo, president of the American Federation of Musicians, is attempting to "Hitlerize" the broadcasting industry following his successful application of Hitler's divide-and-conquer theory in the recording field, the February issue of *Broadcast Engineers' Journal*, publication of the National Assn. of Broadcast Engineers & Technicians, urges broadcasters to deal with the AFM as they did with ASCAP a few years ago.

"It should have occurred to many," NABET suggests, "that there is an urgent need for a competing musician's union. The public was forced to pay for the antics of ASCAP until the industry developed and gave us the BMI, which provided the healthy competition in the field of copyright music."

Terming the networks' agreement to give the record-playing rights to the AFM as a deal "almost criminal in nature" in which the "network lawyers sold something they never morally owned and never had the right to sell," the article states that "Petrillo's title to NABET's record-playing is as phoney as the dozens of deeds to the Brooklyn Bridge."

TO HONOR their production records, the Philadelphia plants of Philco Corp. and the Simplex Radio Division of Philco, Sandusky, O., have received the 17th and 18th Army-Navy E Awards to the company.

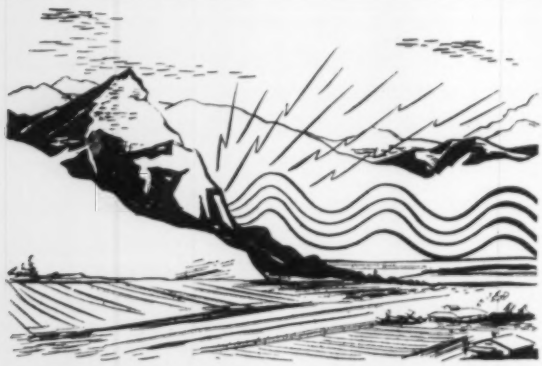
BUYING the new Raymond [illegible] cooperative is Lee L. Lanier [illegible] manager of the Lanier Restaur[illegible] of Columbia, S. C. from Bill [illegible] man, general manager of W[illegible]

London Radio Poll

RESULTS of a poll conde[illegible] in London by the *Daily Ex[illegible]* recently indicated that 48% [illegible] those answering the question favored sponsored radio. On the rect question of approval of [illegible] sored radio 47% were again[illegible] and 5% expressed no opi[illegible] Asked to indicate whether [illegible] would pay one pound instea[illegible] ten shillings to get better and f[illegible] BBC service, 43% said they w[illegible] 51% said they wouldn't, and [illegible] had no opinion on the subject.

Bout on WNEW

TOURNAMENT of Champions [illegible] of a series of amateur boxing [illegible] presented under the auspices of [illegible] *New York Daily News*, will be [illegible] ried March 14 from 9 p.m. to c[illegible] sion by WNEW New York, and [illegible] be recorded for broadcast ove[illegible] by the Armed Forces Radio Se[illegible] A recording will be airmailed to [illegible] China-Burma-India theatre.



WE'VE HAD OUR OWN "RADAR" FOR YEARS

When our signals bounce off the nearest mountain walls that surround the rich agricultural valley region of California—we know we are reaching all our regular listeners — that we have done our job . . . for the *Beeline* brings this *great area radio reception they could not otherwise enjoy.

*Population 1,561,254—2½ billion annual retail sales.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representative

CBM BECOMES MBS FILIATE JUNE 15

BM BALTIMORE. 250 w Blue
t on 1400 kc, will join
al June 15, Carl Haverlin,
president in charge of station
ions, announced last week. This
letes the shift that began last
th when the Blue announced
the current Mutual outlet in
timore, WFBR, 5,000 w outlet
300 kc, will become the Blue
ion in that city on June 15
OADCASTING, Jan. 29].

"substantial increase in pow-
is expected for WCBM as soon
aterials are available, the Mu-
announcement said. Station is
ed by Baltimore Broadcasting
., whose president, John Elmer,
president of the NAB 1937-38.
announcing the affiliation, Mr.
erlin said: "WCBM has gained
confidence of listeners in the
timore area as a result of both
ublic service and a strong and
inuing local promotion."

our other stations joined Mu-
Feb. 15. These are WKST
Castle and WJPA Washing-
Pa., WAJR Morgantown, W.
and KFXD Nampa, Ida.

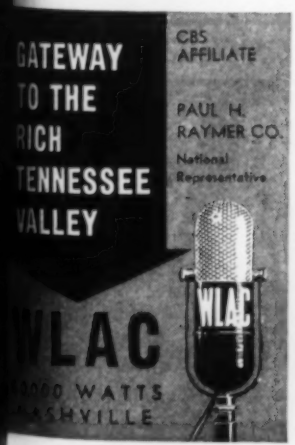
2,000 for Broadcasts pproved by Methodists

E BOARD of Evangelism of the
thodist Church, in session at
hville last week, appropriated
,000 to establish a radio depart-
t for evangelistic broadcasts.
artment headquarters will be in
hville.

lan, sponsored by the Board's
tional publication, the "Upper
m", calls for production of five-
ute transcriptions for some 100
ions. Members of the Radio
mittee which recommended the
n are: Bishop Ralph S. Cush-
, St. Paul, chairman; Nazen
Werner, Dayton; J. Manning
, Chicago and Richmond; E.
Myers, Williamsport, Pa.; and
. V. Moorman, Quincy, Ill.

CBC's New Offices

ICES of the Canadian Broad-
Corp. at Toronto were
Feb. 12, the national pro-
office, commercial division,
n relations department, traf-
ision, press and information
es going from 55 York St. to
Jarvis St.



WOWO Promotions

TWO men have just received promotions with the Westinghouse station, WOWO Fort Wayne. They are Howard D. Longsworth, named sales manager, and Carl Vandagrift, appointed program director. Mr. Longsworth has been with WOWO since 1936 when he joined the program department, later going to the sales staff. Before going to the station, he was production expeditor with GE in Fort Wayne. Mr. Vandagrift has been with the news, continuity and publicity departments since 1935. In 1941 he was made production director of WOWO-WGL.

Mr. Longsworth

Heads Church Group

INTERNATIONAL COUNCIL of Religious Education, Chicago, at a meeting of the board of trustees last week appointed Pearl Rosser, of Philadelphia, director of the department of radio education, according to Dr. Roy G. Ross, general secretary. She will assume her post in Chicago March 8. Dr. Ross said the new department was formed to develop programs for the 40 denominations of the council, as well as for the 183 state, provincial, and city religious education councils of North America.

NBC Names Connelly

RICHARD CONNELLY, formerly publicity director of WEAF New York has been named NBC trade news editor. Allan Kalmus, who recently succeeded Everett Bragdon in the post, has been appointed to the newly created position of television editor of press information at NBC.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago,
Detroit, Atlanta
San Francisco

ART KASSEL

MAGIC IS THE MOONLIGHT / I DREAM OF YOU	Hit 7110
I'M IN LOVE WITH SOMEONE / WHAT A DIFFERENCE A DAY MADE	Hit 7090
WHERE THE MOUNTAIN MEETS THE SKY	Bl. 30-0803
ALEXANDER THE SWOOSE	Bl. 10-990
WHERE'S THE CAPTAIN'S HAT	Bl. 11-133
ANGELINA	Bl. 11-356

Consult your BMI-DISC DATA for complete listings of BMI-licensed titles recorded by Kassel and other noted bandleaders.

"Kassels in the Air," identifying Art Kassel's music, came into being shortly after World War I. Art, a hero of the AEF, organized his first band then and has since achieved one of the longest and best records in music circles.

Musician, composer and band leader, Art recently completed his 20th engagement in 11 consecutive years at the Bismarck Hotel, Chicago. Benny Goodman once played the clarinet for Kassel.

BMI
NEW YORK CHICAGO HOLLYWOOD

WHKC
COLUMBUS

★

Full Time Day & Night
The News Voice of
Central Ohio
Central Ohio's Only
Mutual Station
610 KC.

★

DOUBLE POWER & NEWS
EVERY HOUR ON THE HOUR

★

NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

Third District Assumes Lead In Percentage Joining BMB

CLOSE COMPETITION marked the NAB district meetings last week, when at the last moment District 3 meeting in Pittsburgh became the leader among stations subscribing to BMB at one meeting, with 88% of those present signing. This just nosed out the 86% achieved at the District 11 Minneapolis meeting.

The Pittsburgh meeting, led by Director Roy F. Thompson, WFBG Altoona, with the assistance of Roger Clipp, WFIL Philadelphia president and BMB secretary-treasurer, and John Tully, WJAC Johnstown, a member of the NAB research committee, elected George Coleman, general manager, WGBI Scranton, district director. D. E. Robinson, vice-president in charge of research, Pedlar & Ryan, New York, and a member of the BMB board, gave agency support of the plan, drawing upon his background as one of the original members of the Joint Committee on Radio Research formed by the ANA, AAAA and NAB in 1934.

Mr. Clipp, Dr. Leon Levy, WCAU, Roy Thompson, WFBG, and Mr. Tully had committed themselves to the BMB plan before the meeting. Complete list of District 3 subscribers includes: Delaware—WDEL Wilmington; Maryland—WCAO WFBR Baltimore, WTBO Cumberland, WFMD Frederick, WJEJ Hagerstown; Pennsylvania—WFBG Altoona, WISR Butler, WHJB Greensburg, WKBO Harrisburg, WJAC Johnstown, WMRF Lewistown, WKPA New Kensington, KYW WIBG WCAU WFIL WIP Philadelphia, KDKA KQV WJAS WWSW Pittsburgh, WRAW Reading, WMBS Uniontown, WJPA Washington, WBRE Wilkes-Barre, WRAK Williamsport, WSBA York.

John Laux, managing director of the four stations in the Friendly Group, Steubenville, O., attended the meeting although outside of his district and signed for all his stations which include already mentioned WJPA plus WSTU Steubenville, Ohio; WKNY Kingston, N. Y. and WFPG Atlantic City.

As in other cities, President Feltis and Mr. Robinson were hosts to local advertising agency men the following day. Considerable interest was displayed at the lecture explaining the plan.

Hayek Elected

Despite his protest that he was not a candidate for re-election, Ed L. Hayek of KATE Albert Lea was drafted unanimously at the Minneapolis meeting to serve another two-year term as director of District 11.

In the absence of J. Harold Ryan, NAB president, who is attending the convention of the Canadian Assn. of Broadcasters in Quebec, C. E. Arney Jr., NAB secretary-treasurer, reported on the activities of the association, including labor, legislative and music problems. At the opening session, C. T. Hagman of WTCN, district chairman of the public relations committee, reported for that group, while Dick Day of WDGY, district chairman of the program managers committee, presented a new angle on program during wartime.

Minneapolis scored the highest percentage of stations subscribe to BMB at one me Of the 28 stations attending or 86% joined the bureau. mitments from several other tions are expected within the

District 11 stations subscr were: Michigan—WJMS Iron Minnesota— KATE Albert KGDE Fergus Falls, KYSM kato, WCCO WDGY WLOL Minneapolis, KVOX Moo KROC Rochester, KFAM St. KWNO Winona; North Dak KFYR Bismarck, KDLR Lake, WDAY Fargo, KILO Forks, KSJB Jamestown, Mandan, KLPM Minot; South kota—KABR Aberdeen, KSOO Sioux Falls; Wiscon WATW Ashland, WKBH Crosse.

At the invitation of Mr. Fe president of BMB, Mr. Clipp tended the meeting and pa pated in the presentation of the reau plan. The second day op with the small market stations el, at which Jerry Wing of KI member of the small market tions committee, presided. Du the session, John F. Meagher KYSM was introduced as the n appointed district chairman of group.

Ray Jenkins of KSTP presi

NAB DISTRICT MEETINGS

REVISED schedule of NAB trict meetings follows:

Second Section

District 1—Boston—Monday, T March 5-6, Statler.

District 2—New York—Thursd day, March 8-9, Roosevelt.

District 4—D. C., Virginia, W ginia broadcasters, Washington day, Tuesday, March 12-13, Stat

District 4—N. C., S. C. broad Charlotte, N. C.—Thursday, March 15-16 (Hotel Charlotte).

District 5—Ga., Ala. broadcast lanta—Monday, Tuesday, March (Henry Grady Hotel).

District 5—Fla., Puerto Rico casters, Jacksonville—Thursday, March 22-23 (probably Hotel Mar

District 7 — Cincinnati — I Tuesday, March 26-27 (probably Gibson).

District 9—Chicago—Thursday day, March 29-30, Palmer House.

District 8—Detroit—Monday, day, April 2-3 (Book-Cadillac).

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

NOW AVIALABLE

ASSOCIATED PRESS NEWS

7:00-7:15 a.m. Monday thru Saturday with an average daily rating of

11.7

vs

2nd Station — 1.0

3rd Station — 2.2

Call the Katz Agency, or Jimmy Hagan at WWNC, Asheville 5500

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director — Represented by the Katz Agency

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.—5000 WATTS—680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

sales managers clinic during
h Lewis H. Avery and Helen
Cornelius of the NAB depart-
of broadcasting advertising
e.

ecently returned from confer-
s in Washington, Hayle Kavan
WI emphasized the seriousness
e war with Japan and urged
oadcasters to inform the pub-
f the probable length and bru-
ature of the war that remains
fought in the Pacific.

eanwhile, additional contracts
still being mailed into NAB
quarters in Washington. Those
ived in the past week are:
BN Youngstown, sent by War-
P. Williamson Jr.; WTMJ
FM Wilwaukee, by Walter J.
m; KSEI Pocatello, Idaho, by
ry Fletcher; KTFI Twin Falls,
o, by Florence Gardner; KXA
tle, by Florence Wallace;
M Jonesboro, Arkansas, by
J. P. Beard; KFEQ St. Joseph,
by Barton Pitts; KOVO Provo,
, by C. A. Tolboe; KWTO
ngfield, Mo., by Leslie Kennon;
C Enid, Okla., by L. B. Lind-
KRMD Shreveport and KPLC
e Charles, La., by T. B. Lan-
.

ltis Reports on BMB
ccess to Chicago Club

PROXIMATELY 200 station
esentatives, members of the
s and regular members of the
ago Radio Management Club
ded an open luncheon Feb. 14
he Continental Hotel in Chicago
hear Hugh Feltis, Broadcast
surement Bureau president, ex-
n and report the progress of
BMB plan.

lvin Brorby, vice-president of
dum, Louis & Brorby Inc. and
mber of the BMB board of di-
rs, explained to the Chicago
p that "more and more agency
ness must be based upon facts"
pointed out that station owners
well as people in media are all
to do a successful job for the
rtiser and that facts are es-
ial in media and radio.

'Life' Relates Trip

LIFE MAGAZINE, current Feb. 19 issue, relates story of all-expense trip to Washington awarded by Cowles Broadcasting Co. to Anton Ettesvold as winner of the WNAX Yankton "Typical Midwest Farmer" contest reported in BROADCASTING, Jan. 22.

BOB HOPE AGAIN LEADS 'FIRST 15'

BOB HOPE again leads the list of "first 15" in the Feb. 15 report of C. E. Hooper Inc., New York, with *Fibber McGee & Molly* second, and *Radio Theatre* third. They are followed by Bing Crosby, *Mr. District Attorney*, *Charlie McCarthy*, Walter Winchell, Jack Benny, *Screen Guild Players*, Joan Davis with Jack Haley, Eddie Cantor, Abbott & Costell, *Aldrich Family*, Kay Kyser (first half hour) and Frank Morgan.

Program with the highest sponsor indentification index is *Radio Theatre*, with 89.0; correct product 88.9; other 0.1; misidentification 0.5; those who didn't know sponsor totaled 10.5.

Sammy Kaye (Sunday), with 1.68, has the largest number of women listeners per listening set; *The Boxing Bout* (J. Greco vs. B. Ruffin), with 1.14, the most men listeners; and *Lone Ranger*, with 1.21, the most children listeners per set.

Report shows an average evening audience rating of 10.8, up 0.4 from last report, down 0.2 from a year ago. Average evening sets-in-use of 34.1, up 1.5 from last report, up 2.0 from a year ago. Average evening available audience is 80.3, no change from last report, up 1.1 from a year ago.

Safeway on Coast

SAFEWAY STORES Inc., Oakland, Cal. (Nu-Made mayonnaise), on Feb. 26 starts *Something New*, half-hour musical-variety program featuring Hoagy Carmichael on 7 NBC Pacific stations, Monday, 6-6:30 p.m. (PWT). Talent line-up also includes Sweeney and March, comedy team, and weekly guest stars. Jimmy Hixon is musical director for The Teen-Agers band. Jack Meakin has been assigned producer for Foote, Cone & Belding, Hollywood, agency servicing account. Weekly series is in addition to the daily comedy-drama, *Aunt Mary*, currently sponsored on NBC Pacific stations by the food products firm.

200

LARGE DEPARTMENT STORES...

. . . where $63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY*—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.

WGY

Schenectady, N. Y.

50,000 watts—NBC—23 years of service
Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-218

WJW

CLEVELAND

BASIC BLUE NETWORK

850 KC 5000 WATTS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WROK WORKS!

ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 111,000

√ CHECK WITH HEADLEY-REED

000 Watts BLUE Network

AN IDEAL test MARKET

SOUTHERN MINNESOTA

NORTHERN IOWA

kglo

MASON CITY Iowa

The 293,080 radio homes in the "Heartland" area (Northern Iowa and Southern Minnesota) are almost equally divided between urban and rural listeners. KGLO's capable merchandising staff, a cooperative newspaper, and a greater share of the listening audience provide an excellent spot for testing your Post-War plans NOW.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo

MASON CITY Iowa

1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

Brotherhood Week Awards Cite 'They Call Me Joe' and WMCA

TO HONOR the men, women and programs in radio that have made outstanding contributions to human relations and the concept of harmonious collaboration among Americans of all faiths, the annual Brotherhood Week Awards of Distinguished Merit were announced last week by Dr. Everett R. Clinchy, president of the National Conference of Christians and Jews. Awards are granted in accordance with the objectives of the National Conference to promote justice, amity, understanding and cooperation among Protestants, Catholics and Jews in the U. S.

Many Citations

For the oustanding national network program series the award went to *They Call Me Joe* presented by NBC on the University of the Air as a program in cooperation with the Armed Forces Radio Service. Citation to *They Call Me Joe* declared that the program "has made a significant contribution to the maintenance of wholesome relations because it dramatized among Americans of all creeds and origins a spirit of Brotherhood."

The award for the outstanding single broadcast went to the dramatization *Untitled* by Norman Corwin, and presented by CBS; for the outstanding network religious program, the citation went to *Hymns of All Churches*, presented by General Mills over NBC; for outstanding work by an individual station, WMCA New York was cited, "because of its contributions to national unity in such programs as *New World A'Coming*, *Adventures into the Mind*, and other efforts consciously fostered to encourage understanding and harmony among all groups of the American people."

For the individual in radio contributing to the ideal of better understanding, the judges cited Kate Smith, "because her radio programs throughout 1944 embodied the message of understanding and goodwill among all Americans."

Judges for the awards were the officers of the National Conference including Dr. Clinchy, Roger Williams Straus and Arthur H. Compton, co-chairmen of the Conference; Willard Johnson, assistant to the president, and Robert A. Ashworth, director of Brotherhood Week, Feb. 18-25.

WAR TIME REPEAL WAITS GERMAN FALL

WAR TIME repeal has been dealt a death blow for the present in South Dakota, while in Nebraska there's a move afoot to restore standard time. In Washington, however, there appeared little likelihood that either House of Congress would look with favor on restoring standard time until after VE-Day.

In South Dakota, a House-passed bill to repeal war time, died in the Senate State Affairs Committee. A similar bill is pending in Nebraska.

Network affiliated stations in Nebraska reserve the 12 noon-1 p.m. period for local programs, designed particularly for farm audiences. Should Nebraska revert to standard time, the stations would lose considerable revenue and deprive their audiences of local broadcasts.

On Thursday Sen. Wherry (R-Neb.) introduced a bill (S-557) to restore standard time. He also presented a concurrent resolution (S.Con.Res-9) to designate a definite date terminating war time. Both measures were referred to the Interstate Commerce Committee.

Another bill was introduced last week to repeal war time (HR-2151), presented by Rep. Norrell (D-Ark.), and referred to the Interstate & Foreign Commerce Committee. Rep. Lea (D-Cal.), Committee chairman, said however, that his group likely would not consider such legislation "at least until after Germany falls".

Smith Lauds Air Role In War Bond Campaigns

RADIO'S success as an advertising medium in promoting Bond sales has attracted attention in every city and hamlet in the country," BROADCASTING was told last week by Robert J. Smith, whose resignation as chief of the War Finance Division, Radio Section, has been announced by the Treasury. His successor is Eugene Carr, assistant to G. A. (Dick) Richards, president of WJR WGAR KMPC. Mr. Carr has been given several months' leave to handle radio for the forthcoming Seventh War Loan.

New Techniques

"War Finance Committees, including the most prominent businessmen in every community," Mr. Smith said, "have had dramatic demonstration of its power. Radio artists and enterprisers have been stimulated to create new techniques and patterns of operation and new investors encouraged to participate in the industry." He also pointed out that in performing a social and patriotic obligation, radio has unconsciously strengthened its prospects for postwar expansion and jobs for veterans.

"The job is still unfinished," Mr. Smith said, "and Gene Carr . . . will need the continued cooperation of the industry."

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia or Joe Weed, New York City

WINN

LOUISVILLE

5000 WATTS 1330

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York

ESENTING two scholarships to newly formed radio course at U. of Pennsylvania is Bene- Gimbel Jr. (l), president of Philadelphia and member the MBS board of directors. ipients of the awards are Vic- Smith, science and social ies teacher, Morrison School, Marcus Konick, English teacher Gillespie Junior High School. The were selected out of more than teachers around Philadelphia are interested in the use of io as an educational medium.

MPS ALSO ADOPTS NEWSCAST POLICY

MPS Memphis has notified all nsors of news programs broad- over its facilities that effec- e Feb. 19 such productions will ry no middle commercials, un- the message is purely a patri- one in the direct interest of the effort.

The plan applies to network co- erative shows as well as to local- originated programs. WMPS is Blue affiliate.

The policy was announced in let- s forwarded by H. R. Krelstein, e-president and general manager the station which is operating under the new ownership of gh Inc. Station was purchased Scripps-Howard Radio Inc. FCC duopoly order.

tion of the Memphis station es that taken by WJR Detroit KSD St. Louis. Meanwhile, the *Louis Post Dispatch*, affiliated the latter station, is continu- editorial campaign urging tworks to eliminate middle ercials from news broadcasts mmentaries.

nouncing the new policy, Mr. tein stated: "News is more just a commodity being served the listeners. News influences, ms and enlightens the public. news should be treated with ty and solemnity."

RELIGIOUS TRANSCRIPTION LIBRARY

Instrumental, Vocal, All Types
Nationally Known Artists
16-inch-33⅓ R. P. M.
WRITE FOR DETAILS

CAMPUS CHRISTIANS
427 WEST 5th STREET
LOS ANGELES 13, CALIFORNIA

Clear Channel

(*Continued from page 13*)

no operation on Class I-A channels of one nation by any other nation party to the Havana Treaty unless specified mileage separation and technical considerations are met.

The suggestion was advanced that directional antenna designs, material and priorities be provided so the Cuban stations can suppress their signals to this country. This proposal, however, was seen as entirely unacceptable, since there is no provision under the Treaty for the proposed operation.

In the case of WGN, it is reported that there have been complaints to the station from outlying listeners who have surmised that the interference was willful "sabotage".

In past years, and more particularly prior to the Havana Treaty, interference from stations below the border which "squatted" on American wavelengths was not unusual. In recent months, however, there has been practically no difficulty with stations in Mexico and that Government has been described as most co-operative in its radio administration. The new Cuban operations appear to be causing more interference than at any other time.

Francis Colt De Wolf, chief of the State Dept. Telecommunications Division, and Harvey B. Otterman, assistant chief, have been handling the exchanges with the OIR and Cuban officials via the embassy.

LISSEN TO WHAT THE BRITANNICA SAYS, DOTTER!

According to the Encyclopedia Britannica, "the Red River Valley . . . is covered by rich, silty lake deposits, colored black by decayed vegetation, which make it one of the most fertile tracts of the continent . . . one of the most famous grain-producing regions of the United States."

THAT's why WDAY's *million* Red River Valley listeners constitute one of the most productive *markets* in the U. S. . . . May we send you *all* the facts?

WDAY, INC.
N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Powerful Popular
WCAO
The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
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Decatur 1234

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Cleba 5880

Tel. Bridgeport 7-2465
Garo W. Ray
Communications Engineering
Consultant
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 10 TO FEBRUARY 16 INCLUSIVE

Decisions . . .

ACTIONS BY ADM. BOARD
FEBRUARY 12

1480 kc **KCMO Kansas City**—Granted license to cover CP authorizing increase power to 5 kw; conditions.

NEW-1340 kc Dublin Broadcasting Co., Dublin, Ga.—Granted license to cover CP new station 250 w unlimited. Licensee granted waiver Secs. 3.55(b) and 3.60; conditions.

Advocate Printing Co., Newark, O.—Placed in pending file application for CP new FM station.

Burlington Broadcasting Co., Burlington, Ia.—Same.

The Messenger Publishing Co., Athens, O.—Same.

Mississippi Valley Broadcasting Co., East St. Louis, Ill.—Same.

The William H. Block Co., Indianapolis—Same.

Isle of Dreams Broadcasting Corp., Miami—Same.

Commodore Broadcasting Inc., Peoria, Ill.—Same.

Board of Education, Sewanhaka High School, Floral Park, N. Y.—Placed in pending file application for CP new noncommercial educational station.

Stephens College, Columbia, Mo.—Same.

FEBRUARY 13

1240 kc **WMIS Natchez, Miss.**—Granted mod. CP authorizing change frequency for extension completion date to 5-8-45 subject to condition that no operation take place under this authorization until KALB commences on 580 kc.

ACTIONS BY COMMISSION
FEBRUARY 13

1240 kc **KXOX Sweetwater, Tex.**—Granted acquisition of control by J. S. McBeath and Mittie Agnes McBeath by transfer 50% outstanding stock from Wendell Mayes.

1400 kc **KTNM Tucumcari, N. M.**—Granted vol. assgn. license from Krasin & Krutzner Broadcasting Co. to Tucumcari Broadcasting Co.

1450 kc **WILM Wilmington, Del.**—Granted license renewal for regular period.

1150 kc **WDEL Wilmington, Del.**—Same.

960 kc **KROW Oakland**—Same.

1270 kc **KGCU Mandan, N. D.**—

950 kc **WPEN Philadelphia**—

1230 kc **WAIM Anderson, S. C.**—ed license renewal for period 2-1-46.

1230 kc **WRBL Columbus, Ga.**—

1420 kc **KABR Aberdeen, S.** Granted license renewal for perio ing 11-1-47.

1440 kc **KGNC Amarillo, Tex.**—

1430 kc **KLO Ogden, Utah**—G license renewal.

850 kc **WEEU Reading, Pa.**—A order granting petition requesting cellation of hearing on license application now set 2-19-45; gran newal on regular basis.

1450 kc **WLEU Erie, Pa.**—Adopte der sustaining action taken by ing officer of Motions Docket denying petition of WLEU for a to intervene and enlarge WERC application for CP.

Granite District Radio Broad Co., Salt Lake City, Utah—Denied tion for rehearing, directed agai tion of FCC on 10-30-44 granting out hearing application of Sa City Broadcasting Co. for CP new ard station 910 kc 1 kw unlimited and granted CP to Salt Lake City casting Co. pursuant to FCC act 10-30-44.

WDSU New Orleans—Adopted designating Commissioner Case to side at hearing set 3-21-45, to det whether E. A. Stephens, Fred and H. G. Wall d/b Stephens casting Co. (WDSU) have violate 315 of Communications Act; furth thorized said Commissioner to time and place heretofore fixed for ing, and to hear, consider, dete and act upon any and all petitions and other preliminary mat proceedings which may arise pr hearing.

ACTIONS ON MOTIONS
FEBRUARY 14

790 kc **WMC Memphis**—Grante tion for continuance of hearing cense renewal application now 2-19-45 and continued same to

HARVEY distributor of fine radio and electronic equipment

CAN DELIVER

Audax EQUIPMENT

The "Royal Family" of pickups . . . cutters . . . jewel points

Fine instruments are needed to make fine sound recordings. That's why AUDAX Pickups, Cutters and Jewel Points have come to be the first choice of top-flight engineers. AUDAX Pickups feature the exclusive "relayed-flux" principle which is so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Into these Pickups, as well as the Cutters and Jewel Points, has gone the precision craftsmanship that makes AUDAX truly the "Royal Family" of recording accessories.

Free! PICK-UP FACTS! Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject.

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

shville Radio Corp., Tennessee dcasters, J. W. Birdwell and Capitol dcasting Co., Nashville, Tenn.—ted joint petition for extension within which to file proposed findre applications for new station; extended to 3-7-45.

Binghamton Press Co. and Southern Radio Service, Binghamton, N. Y. anted motion for extension time in which to file proposed findings act and conclusions re applications new station; time extended to 45.

entative Calendar . . .

MARCH 21

MC Memphis—License renewal for and aux. trans.

pplications . . .

FEBRUARY 12

W-Channel 17 WEVD New York—new commercial television station, 7400.

20 kc KGHI Little Rock, Ark.—Vol. n. license from A. L. Chilton and ore H. Chilton d/b KGHI Broadng Service to A. L. Chilton, Leonore Chilton and S. C. Vinsonhaler d/b ll Broadcasting Service.

W-43.3 mc Sacramento Valley dcasters, Marysville, Cal.—CP new station, 19,800 sq. mi., $70,800 estied cost.

30 kc WACO Waco, Tex.—Petition consideration and grant under FCC cy of 1-16-45 of application for CP nge 1450 kc to 1230 kc.

50 kc KDNT Denton, Tex.—Petition consideration and grant under FCC cy of 1-16-45 of application for CP rease 100 w to 250 w.

W-49.1 mc Ohio Broadcasting Co., Liverpool, O.—CP new FM station, 7 sq. mi., $43,350 estimated cost.

FEBRUARY 13

W-46.7 mc WENY Elmira, N. Y.—new FM station, 19,600 sq. mi., $60,-estimated cost.

90 kc KSUB Cedar City, Utah—CP nge 1340 kc to 590 kc, increase 250 N to 1 kw D 250 w N and install new n.

90 kc WGKV Charleston, W. Va.—tion for consideration and grant unFCC Policy of 1-16-45 of application CP increase 100 w to 250 w.

40 kc WCHV Charlottesville, Va.—ease to cover CP change frequency.

W-47.7 mc KOCY Oklahoma City—new FM station with coverage of 4 sq. mi. amended to specify 47.7 26,250 sq. mi., change trans. site equipment.

W College of the Pacific, Stockton, .—CP new noncommercial educaal station, 1 kw, FM emission.

W-46.5 mc Knoxville Publishing Knoxville, Tenn.—CP new FM sta-13,200 sq. mi., $100,000 estimated

FEBRUARY 15

0 kc WSRR Stamford, Conn.—Vol. n. license from Stephen R. Rintoul Western Connecticut Broadcast-Co.

W-1420 kc Radio Station WKEU nston, Ga.—Petition for consideration and grant under FCC Policy of 45 of application for new station w unlimited.

Porter Tells Radio to Improve Or Face Cleanup by Congress

A WARNING that networks and radio as a whole must "clean up", particularly with reference to news broadcasts, or Congress will do it in the form of restrictive legislation was sounded by FCC Chairman Paul A. Porter in an interview published last Wednesday in the *St. Louis Post-Dispatch*, owner of KSD St. Louis.

Interviewed by Edward A. Harris of the *Post-Dispatch* Washington bureau, Mr. Porter commended the lead of the St. Louis publication in advocating freeing newscasts of interruping commercial plugs and objectionable sponsors. He termed significant the fact that the *Post-Dispatch* stand has been endorsed by BROADCASTING, which the Pulitzer paper termed "the recognized spokesman for the radio industry."

Mr. Porter emphasized that the Commission lacks authority to exercise control over program content, except to bar the use of obscene language and lotteries, but he warned that unless voluntary controls are exercised by radio itself, Congress may take action to insure good taste in news dissemination on the air.

Overall Question

Heralding the *Post-Dispatch* stand as reflecting the views of the people, Chairman Porter said leading broadcasters had expressed concern over "excessive commercialism" on the air. "This leads directly to the overall question of whether broadcasting will develop primarily into an exclusively entertainment and advertising medium or whether, in addition, it will go into the education and public service field for which stations are licensed," said the FCC chairman.

Broadcasters, he added, have developed a "kind of new dimension in the reporting of news". He pointed out that in rural areas a large segment of the population depends primarily on radio for its news.

"The issue is whether radio stations will cry out advertising wares indiscriminately in news broadcasts or temper them in good taste," said Chairman Porter. "Listeners, as our mail shows, are becoming disturbed by the increasing trend to the former practice. If public sentiment mediums like the *Post-Dispatch* are successful in getting the radio industry to impose voluntary standards in the broadcasting field, then these mediums will have performed a fine service to listeners and broadcasters alike."

Because of the high level of economic activity, radio is enjoying its greatest era of prosperity, the chairman continued, but he warned that radio must think, also, in terms of public service as well as commercial enterprise. "The *Post-Dispatch* is calling broadcasters to account," he said. "In effect it is reminding the industry that announcers are guests in the homes of the listeners and that they should respect that hospitality."

N. Y. Libel Bill

IRWIN STEINGUT (Kings county), minority leader in the New York Assembly, on Feb. 9 introduced a bill to extend the provisions of the libel section of the State penal law to include broadcasting as well as publications. A similar bill died in committee last year.

Trimount Plans

TRIMOUNT CLOTHING Co., Boston, sponsor of Dorothy Thompson on the Blue every other 13 weeks since March 1942, in resuming her commentaries for another cycle March 4, is understood to be shifting to a Sunday night spot on MBS, possibly 9:45-10 p.m. Period is now occupied by the *Jerry Cooper Show* for Miss Swank, New York, which may shift to another time, according to the agency, William H. Weintraub & Co., New York. Miss Thompson is now heard sustaining on the Blue, 8:15-8:30 p.m. Shift was not confirmed by networks or Emil Mogul Co., New York, agency for Trimount, Clipper Craft Clothes.

WJNO Open House

NEW STUDIOS of WJNO West Palm Beach, Fla., will be dedicated Friday (Feb. 23) with a special program, 7:30-8 p.m., presenting city and county officials and prominent visitors at West Palm Beach. This week (Feb. 18-24) is "open house" at the new studios, 1500 N. Flagler Dr. WJNO moved its transmitter from Okeechobee Rd. to the new Flagler Dr. site at the request of Army Air Forces to eliminate a hazard caused by the station's tower, which formerly adjoined Morrison Field. New site combines studios, offices and transmitter. WJNO, owned by Lt. Marshall Heminway, now on active Navy duty; his brother, Lt. John H. Heminway, on duty with the Army, and Stephen P. Willis, general manager, is a CBS outlet, operating on 1230 kc with 250 w power.

Cover the Rich Lehigh Valley

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

ADVERTISING AGENCIES
Without Canadian Connections
USE
RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
FOR COMPLETE PRODUCTION AND RECORDING FACILITIES • • FRENCH AND ENGLISH
Write Us

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

NEW 1945 RADIO OUTLINE MAP
NOW AVAILABLE
40c per map • 30c each in quantities of 25 or more

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

NAB WOMEN START WORLDWIDE PLAN

TO INAUGURATE its 1945 campaign, "Women of the United Nations", the Assn. of Women Directors of the NAB held a meeting at the Hotel Roosevelt, New York on Feb. 17. Dorothy Lewis, NAB coordinator of listener activity, presided over the afternoon session. Following the luncheon at 3:30 p.m., Mrs. Roosevelt broadcast on CBS, and Queen Wilhelmina of the Netherlands was expected to go on the air.

With the cooperation of the 45 United Nations, Inter-American Commission of Women, the CIAA, and 25 major national organizations, a project of national scope was started. Each United Nation is supplying a series of spot announcements for 700 women broadcasters and the 25 national organizations will submit three spots, to be assembled and released by NAB.

Ruth Chilton, president, AWD, and commentator of WCAU Philadelphia, presiding over the morning session, which began at 10:30 a.m., lead a panel discussion including leading women commentators. Guest speakers for the meeting were Col. E. M. Kirby, chief, Radio Branch, War Dept. Bureau of Public Relations; Elizabeth Long, director of Women's Activities, CBC; and others. Miss Chilton presented Mrs. Roosevelt with an AWD award. Herbert Lehmann, UNRRA director and Rep. Emily Taft Douglas, of Ill. also were scheduled to address the meeting.

Gum Co. Plans

CLARK Bros. Chewing Gum Co., Pittsburgh, is understood to have appointed Duane Jones Co., New York, to handle advertising. Agency is reported to be lining up a network program for the company which formerly sponsored John J. Anthony's *Good-will Hour* on MBS.

Official Marine Corps

FAMED FIGHTING FIRST Marine Division stepped out of the ma battle to write Valentine greetings—in verse—to those back home. Battle Broadcast team recorded the Leathernecks' poems in a tent p proofed with blankets, and had the wire recordings flown to USMC lic Relations Headquarters for station distribution. Correspondents (l to r): Pfc. David Piel, former manager of Yale U. station, WN S/Sgt. Thomas P. Carson, formerly with GE; Pfc. Roger L. Ra who was an announcer-technician for KLS Oakland; 2nd Lt. Ed J. Burman, former announcer with KQW San Francisco; Corpl. A G. Flanagan, who recorded Peleliu invasion, and was at WOR York, KDKA Pittsburgh, WSB Atlanta before entering the se

James Kopf

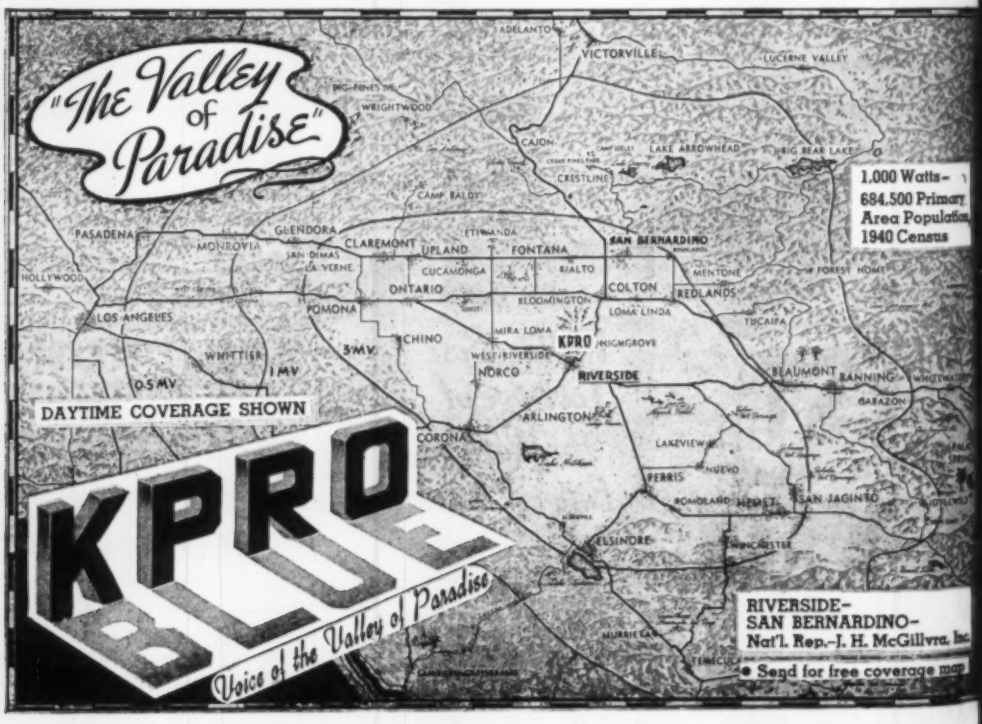
JAMES KOPF, 38, of the sales department of KTSM El Paso, died last week after a long illness. Mr. Kopf's brothers, Harry C. Kopf, vice-president and general manager of NBC Central division, and Richard Kopf, Chicago manager of Paul Raymer Co., went to Texas for the funeral. He is survived by his wife, a daughter and sister.

REPRESENTATIVES of BBDO's 11 offices will meet Feb. 23 at the Waldorf-Astoria in New York for an all-day session to review the year's activities and discuss future plans. The meeting is an annual affair.

Law Behind Techni In Radio, Says Otter

"LEGALLY, radio has not pace with radio from the tech aspect," Harvey Otterman, a ant chief of the Telecomm tions Division of the State D stated last week before the I American Defense Board and on to say that perhaps it d need more regulation domesti but it "could certainly be ben by clarification of the law in respects."

Touching on postwar plan Mr. Otterman stated "reas internationalization" is be thought about in the admini tion of radio.



Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for boxed box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

...rator-announcer. First class radio-telephone license. Must be capable of ...ews and commercial announcing. ...r regional NBC station in western ...y of 25,000. Good post-war future. ...x 922, BROADCASTING.

...ou are a good, all-round announcer ...d familiar with RCA equipment, ...e can use you immediately. Excel-...t opportunity and good salary ...r the right man. Forty-eight hour ...ek with time and a half over forty ...urs. This is a growing organiza-...n and a big station. If you are ...e man tell us about your experi-...ce and when you can join us. Ad-...ss Box 3, BROADCASTING.

...watt Blue Network station looking ...r good studio announcer available ...out April 1st. Family man pre-...rred. Located midwest. Excellent ...portunity for steady employment. ...first, second or restricted license ...ould help. Send details to Box 182, ...OADCASTING.

...endable versatile announcer with ...ferences needed by 5 kw NBC af-...liate. Southwestern city 150,000. ...ews, commercials, no controls. Ideal ...rking conditions. Box 183, BROAD-...STING.

...d combination man with first class ...ense, to take over duties as chief ...gineer for progressive, local 250 ...att station. Midwest. Good salary. ...nd qualifications to Box 218, ...ROADCASTING.

...uncer—Outstanding local network ...iliate wants all-around announcer ...r proved ability and experience. ...fer $200.00 or more monthly de-...nding on qualifications. Tell every-...ing with first letter. Box 243, ...OADCASTING.

...ted—Reliable man with average an-...uncing ability for network affiliate. ...ferences required. Box 247, BROAD-...STING.

...ncers, first and third class li-...es. Excellent pay. Midwest local. ...x 254, BROADCASTING.

...ion-continuity man wanted. We ...e use a man with ideas to spend ...t of his time doing station pro-...tion and some of his time in ...ting continuity. Let us know ...t salary you expect, what your ...erience has been, and let us see ...mples of promotion you have done ...r other stations. 48 hour week with ...e and a half over 40 hours. Box ..., BROADCASTING.

...ted—Sound effects technicians, ...evision maintenance engineers, ...nsmitter engineers. Experienced. ...ential. Major New York City net-...rk. Write details. Box 268, BROAD-...STING.

...uncer — Progressive midwestern ...tion located in a prosperous com-...unity wants announcer-producer ...announcer-newscaster. Top salary ...d to right man. Applicant must ...e prepared to submit voice audition ...request. Will pay expenses for final ...erview or share expenses for mov-...g this territory. Write Box 277, ...OADCASTING.

...ted—Announcer with some experi-...ce. 1000 watt network station, ...rely Georgia city. Not a wartime ...b. Operator's ticket not essential, ...t desirable so he would be avail-...le for one relief operating shift ...ch week. For a permanent connec-...n with a future, advise us all de-...ls and salary requirements for 48 ...r week. Box 281, BROADCAST-...G.

...class operators NBC affiliate. City ...25,000. 40 hour week. Possibility ...overtime. Permanent connection. ...o stragglers. Box 285, BROADCAST-...G.

Help Wanted (Cont'd)

Wanted—Chief engineer for 250 watt basic Blue station. State age, qualifications and other necessary details. Contact G. B. McDermott, KBUR, Burlington, Iowa.

Newscaster wanted. Send qualifications, references and expected salary in first letter. Also transcription. KGNC, Amarillo, Texas.

Operator-announcer. First class license. Must be capable of commercial announcing. Permanent position, good salary. Can supervise city police radio station on side. Mutual affiliate. Wanted by February 20. Wire if interested, send voice recording. KBND, Bend, Oregon.

Opportunity for all-round man with resonant voice and exceptional writing ability. Send photo, transcription, scripts. State salary expected. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

Permanent position operator-announcer with general experience. Progressive three station organization. RCA equipment. Wire collect, draft status, salary, availability. Mail voice cuttings. The Western Radio Corporation, The Dalles, Oregon.

North Carolina 1000 watt daytime station needs announcer. No night work or before 8:00 a.m. Forty hours. Good starting salary with opportunity to advance. Prefer draft exempt or returned veteran. Pleasant working conditions and in fine town. State all first letter to WBBB, Burlington, N. C.

Situations Wanted

Two competent executives available. Former station manager, direct sales, publicity and announcers. Producer-director, supervise sponsored programs, musical productions for profitable promotion of station facilities. (Can make joint small investment.) Box 198, BROADCASTING.

Chief engineer—Nine years experience, excellent technical background plus ability to handle all types announcing and programming. Desires permanent connection with wide awake station planning postwar advancements. State salary, working and living conditions. Box 228, BROADCASTING.

Top flight midwest newscaster and rewrite man, 33 and 4F, available March 1st. Present Hooper 5.6 solid (8 yrs.) experience makes this man equally capable as editor or special events director. Upper bracket salary. Box 257, BROADCASTING.

Help Wanted (Cont'd)

Good position for operator announcer who also can write copy. Permanent place in production department for right man. Wire collect, KFJI, Klamath Falls, Oregon.

Dependable, experienced announcer with good references. Send all qualifications. KCMC, Texarkana, Texas.

Wanted—Combination man by basic Blue network 250 watt station. Contact G. B. McDermott, KBUR, Burlington, Iowa.

Situations Wanted (Cont'd)

Manager—Program man with 8 years announcing, production, sales, will manage small station. Let's talk it over. Box 258, BROADCASTING.

Engineer with experience in all phases of broadcasting, recently discharged from army, desires management of local station or would consider any sound, well-paying proposition. Box 259, BROADCASTING.

News editor-announcer seeks permanent position with news department of progressive station (5 kw or better). Four years experience editing and presenting news in metropolis of 600,000 through NBC outlet. If your offer sounds interesting will furnish references, photo, and transcription. Will consider permanent position as newsman or program director with growing 250-watter if permitted to buy small interest in station. Box 256, BROADCASTING.

Here is a program manager in true sense of the word. 8 successful years in programming field with top stations. Now with 5kw outlet, in directive production capacity. Desires program or production position offering plenty of work to be done. Excellent references and logical reason for seeking new affiliation. Box 255, BROADCASTING.

Assistant manager or program director. Experienced in network affiliate operation. Interested in returning to smaller community. Draft exempt. Prefer east or midwest. Box 260, BROADCASTING.

Experienced baseball announcer—Play-by-play and rebroadcast, also basketball, football, boxing. Straight sportscast, ad lib interviews, plus 5 years staff announcing experience. Married, 4F. State salary. Box 261, BROADCASTING.

Announcer-newscaster—2 years experience. Know German. Prefer south. Box 262, BROADCASTING.

Salesman—Young, holder of third-class license, 4F, excellent references, preferably south or southwest. Box 263, BROADCASTING.

Station manager desires to make change, successful sales record, well known in industry. Desires opportunity to secure interest in station. $7500 minimum drawing. Interview can be arranged. Box 264, BROADCASTING.

1st class engineer, as chief or transmitter engineer. Available at once, draft 4A, 16 years of engineering. Box 266, BROADCASTING.

Chief engineer—Electrical engineering degree. Six years experience all phases of radio. Box 274, BROADCASTING.

Wanted to Buy

Wanted to buy—Your auxiliary 5 kilowatt transmitter, also frequency monitor. Box 135, BROADCASTING.

Wanted to buy—2 one-kilowatt transmitters, 1 five-kilowatt transmitter, 2 consoles, modulation monitor, frequency monitor, 100,000 feet of No. 8 or 10 copper wire, microphones, turntables, amplifiers and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—Ground wire and Bliley BC 46T crystal oven. Box 150, BROADCASTING.

Wanted to buy—Party fully qualified, financially and otherwise, will buy going 1 to 5 kilowatt radio station in a field of 100,000 or more population. Purchasers will identify themselves to responsible third party. Box 158, BROADCASTING.

Wanted to purchase. FCC approved frequency monitor, modulation monitor, WE compression amplifier, type 11A or 1126A. Advise manufacturers type. Box 242, BROADCASTING.

Wanted to buy—Any good tower 150 feet or more, preferably Wincharger, ground wire, Cannon plugs. Also, can use good salesman and announcers. Address replies to Box 289, BROADCASTING.

Want to buy, regardless of condition. Western Electric "Dynamic" 618A type microphones. Radio Station KFAB, Engineering Department, Lincoln, Nebraska.

Wanted—Recording equipment and playback in good condition. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

Miscellaneous

Free lance writers. Team, excellent radio and advertising background, prepares commercial announcements, dramas, variety, documentary or novelty programs, tailor-made to merchandise your product. Box 267, BROADCASTING.

Successful commercial radio broadcaster, station manager and producer of over 7,500 programs offers complete study in retail radio broadcasting for only $1.00. Box 3519, Rincon Annex, San Francisco.

COMPETENT
NON-COMBATANT
Veteran—WAC Captain
READY TO RE-ENTER RADIO
4 years radio experience:
Copy and script writing
Broadcasting
Station Advertising Manager
3 years newspaper work
BOX 290, BROADCASTING

CHIEF ENGINEER

5000 watt NBC station with pending application for FM, desires experienced chief engineer whose practical knowledge and executive ability is based on sound engineering education. Normally, he will stand no studio or transmitter watch, and will have charge of all technical personnel and equipment. Pending post-war construction at WIS, the right man can handsomely supplement his earnings by 15 hours weekly schedule of teaching radio theory at University of South Carolina. Next semester begins March first and prompt action is necessary. Position at WIS is permanent, teaching is temporary. Write fullest details past experience, salary expected, and submit small photo. All responses confidential. G. Richard Shafto

Station WIS
Columbia, South Carolina

The* SCHOOL *of
RADIO TECHNIQUE

Exclusively to Radio Broadcasting)
(America's Oldest School Devoted
6 Weeks' Day Course
MARCH 5
8 Weeks' Evening Course
MARCH 16
Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
VETERANS: accepted if qualified under G. I. Bill.
R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Additional Allocations Data Invited by FCC Announcement

Video, FM Interests to Submit New Information; RTPB Works on Recommendations Below 25 Mc

IN LINE with its open-mind policy regarding allocations above 25 mc, the FCC last week announced that persons appearing at oral argument Feb. 28 may submit "any additional relevant material that has been developed" since the allocation hearings closed Nov. 2.

That announcement came after television and FM interests informally advised the Commission they had unearthed information which might have some bearing on future allocations. Customarily oral argument would be confined to the record, but in the case of allocations—a major policy step—the Commission will keep an open mind until after all available evidence has been submitted [BROADCASTING, Feb. 12].

Although deadline for filing briefs is Feb. 21, none had been received as BROADCASTING went to press and Commission legal and engineering departments were prepared for a last-minute rush. Commissioner E. K. Jett, who has been serving as unofficial chairman *pro tem* of the allocations proceedings, at the behest of his fellow-Commissioners, had urged that briefs be filed early [BROADCASTING, Jan. 16].

Charles R. Denny Jr., Commission general counsel, said last week the Commission hoped to announce the order of appearances in the oral argument late this week. Argument opens Feb. 28 and continues through March 2. Mr. Denny suggested that all those who have filed for appearances plan to be in Washington for the three-day session.

Several additional requests for oral argument have been filed since the original list was published in the Feb. 5 BROADCASTING. These include: Leonard L. Asch, Capitol Broadcasting Co., licensee of WBCA Schenectady, who opposes the proposed allocation of FM to the 84-102 mc band; Maj. Edwin H. Armstrong, inventor of FM; J. E. Brown, Zenith Radio Corp.; Society of Plastics Industry, William T. Cruse, executive vice-president.

RTPB Panel 2, meeting in New York last Wednesday, voted not to submit briefs or to appear for oral argument, inasmuch as the individual panels in disagreement with the FCC proposals will act.

Dr. Jolliffe turned the meeting over to F. M. Ryan, vice-chairman, for a discussion of allocations below 25 mc. Panel 2 agreed to consider such allocations on a worldwide basis rather than confine its work to a national basis. Each panel affected will be asked to collect data on the overall requirements of each radio service, to provide Panel 2 with information of value for international consideration.

William J. Halligan, president of Hallicrafters Co., Chicago, last week commended the FCC on its proposal to move FM to the 84-102 mc band. Police and amateur experiences in the 30-60 mc area show long-distance interference, he said. FM above 80 mc will assure the public a high fidelity service free from static and man-made disturbance, and from any danger of interference from a distant FM transmitter on the same frequency, he asserted.

Mr. Halligan discounted the economic phase as "not too serious", contending only a comparatively few transmitters operate in the 42-50 mc band. Sets normally become obsolete, he added. Those still in operation could be converted at a small cost. Cyrus T. Read, Hallicrafters sales engineering director, disclosed that his firm for five years has been building sets to receive AM, FM and radiotelegraph signals on any frequency from 27.8-143 mc.

Babson Bros. on 8

FIVE MORE stations have been added to the upstate New York farm network program conducted by Rym Berry for Babson Bros., Chicago, makers of dairy farm equipment. The new additions are: WWNY Watertown, N. Y., WOSH Oshkosh; WSAU Wausau, WKBH LaCrosse, and WIBA Madison, Wis., bringing to a total of eight stations which now carry Rym Berry's chats "across the barnyard gate" to farm listeners. Selection of a New England station has been proposed for future expansion of the dairy farm coverage in the East. Rym Berry has been on WHCU Ithaca, WGY Schenectady and WSYR Syracuse.

NEWS SPONSORSHIP REVISED BY KFI

WITH KFI Los Angeles having issued a ukase against expression of private opinion on locally sponsored news commentary programs, William B. Ryan, KFI general manager, has advised clients that commentators may embrace the status of news analysts if their qualifications justify such an appellation. Station recently shattered all precedent when agencies and sponsors were notified that after March 1 local commentators expressing personal opinions and interpretations would be *personae non gratae*. [BROADCASTING, Feb. 12]. Statement of policy as issued by Mr. Ryan reads in part as follows:

"Effective March 1, KFI Los Angeles will inaugurate a new policy in the broadcasting of sponsored news programs. Direct wire reports, commonly known as 'spot news' will be supplemented by programs featuring news analysis. Commentators expressing personal opinions and interpretations will be discontinued."

The news editors of the station, it was announced, will concentrate on analysis of all news material to the end that the listening public may be fully informed about important events of the day. Furthermore, newscasters and news analysts must be KFI employes.

For the present KFI will look to NBC, with which it is affiliated, to furnish its listeners with a sufficient number of qualified commentators. In announcing this policy, the KFI management stated that it was the result of long and careful analysis of news programming.

WORK of the CIO Political Action Committee in educating labor in the use of radio and the action of the United Automobile Workers Union, CIO, against WHKC Columbus, O., are credited with a changed radio policy towards labor that has resulted in union programs on NBC, CBS and the Blue, according to an article, "Is Radio Going Liberal?" in the *New Republic* for Feb. 12. Authors are Emil Corwin, former PAC radio director, and Alan Reitman, chief of the PAC labor desk.

Drawn for BROADCASTING by Sid Hix

"It's Called the Winchell-Vision Model!"

KXA-WJZ Accor... Is Declared Inval...

Simultaneous Operation ... Night Not Authorized

OPERATION of KXA Seattle ... er local sunset, even by permi... of WJZ New York, dominant ... tion on the 770-kc clear ch... on which KXA is a secondary ... tion, would be a violation of ... 3.23(b) of the FCC Rules & ... ulations, the Commission last ... advised American Radio Tele... licensee of the Seattle statio...

KXA late last month filed ... the Commission a proposed sc... ule of operation, to become ef... tive Feb. 1 for one year. Atta... was an agreement signed by R... Kiggins, vice-president of ... American Broadcasting Co., ... censee of WJZ, stipulating ... WJZ had no objections to the s... ule which called for operatio... KXA from 10 p.m. to midn... (PWT) Monday; 10 p.m.-3 ... Tuesday through Saturday, an... p.m.-3 a.m. Sunday, in additio... the station's regular hours o... a.m. to local sunset. The Com... sion wrote KXA as follows:

Under the provisions of ... 3.23(b) of the Commission's Ru... Regulations, Station KXA is lic... to operate during daytime hours ... local sunset, and in addition, d... those nighttime hours when St... WJZ is off the air.

It appears from the schedule w... you have filed that after signi... at sunset, you intend to resume b... casting each evening at 10 p.m. ... continue until 12 midnight, PW... virtue of an agreement with W... Any simultaneous operation of K... and WJZ during nighttime hours w... not be consistent with the provis... of Sec. 3.23 (b) and would ge... within the scope of your existi... cense.

Since an extension of your opera... rights can only be permitted by C... mission action, and not by con... with other licensees, you are adv... that this operating schedule is in... insofar as it purports to auth... KXA to operate after local su... simultaneously with WJZ.

KXA, now operating with 1... has an application pending for f... time on 770 kc, with 10 kw po...

Alexanderson Cited

DR. E. F. W. ALEXANDERSO... General Electric consulting e... neer, was awarded the Cederg... gold medal by the Royal Techn... Institute of Sweden as a tribut... his work as a scientist and a... creator of good will and closer c... tact between Sweden and the U... Dr. Alexanderson is the inve... of an alternator for a frequenc... 100,000 cycles per second, perfe... in 1906. He has 300 GE pate... taken out in his name, coverin... large part of electrical engineer...

Manpower Spots

WAR MANPOWER Emerg... Committee, Chicago, on Feb. 1... gan approximately 18 spot a... nouncements weekly on the foll... ing stations in and around Chic... WENR WIND WJJD WG... WAIT WAAF WCFL W... WHFC WEDC WCRW WS... WLS. Contract for one to two w... was placed by Foote, Cone & B... ing, Chicago.

SUN-MAID SEEDLESS RAISINS
5¢
"Record!" Had Your Iron Today?
Energize—Ironize!
With Luscious Little Raisins
THE "O. T. J. (On the Jump) Club" is always three or four jumps ahead of the enervated crowd. And they're usually the ones that run the business.
They've all got too much work to do.
Need new resistance in that club to help. Always tempting for hunger. Don't let them see you yawn at 3 P. M.
Eat some little raisins and save at 3 o'clock hunger.
146 calories of energizing nutriment in every package of Little Sun-Maids. Pick from packages at the bank of breakfast. Practically predigested, so it energizes almost instantaneously.
Gives you iron, also—good food for the blood.
Delicious when you're hungry.
Try one or two packages daily at 3 P. M. for ten days as a test.
Join the O.T.J.
Little Sun-Maids
"Between-Meal" Raisins
5c Everywhere

This Campaign Put "Vitality" Into FOOD... and Into FOOD SALES!

When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Iron Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

In the DISTRIBUTION DECADE

Advertising Must Give New VITALITY To Sales!

SELLING is going to have to be *stepped up* beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade after Victory! For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest prewar year.

There will be manpower, manufacturing facilities, money and materials aplenty to produce goods. The problem will be to *distribute* these goods efficiently, economically and speedily. That means *accelerated sales*—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION